



# **Washington State Transportation Commission**

## **2015 WSF Winter Ferry Performance**

### **FROG Survey Report**

# Preface



Starting in 2010, the Washington State Transportation Commission (WSTC) changed the process for how research is conducted regarding Washington State Ferries (WSF). Before 2010, stand-alone research projects were executed, but some of the issues facing ferry operations are of a longitudinal nature (changes over time). The decision was therefore made to create the Ferry Riders' Opinion Group (FROG) and the Voice of Washington State (VOWS). FROG is an online community where ferry riders have an ongoing opportunity to weigh in on ferry issues through surveys and quick polls (single questions).

This report is the 2015 WSF Winter Ferry Performance Study with a target audience of winter commuter riders, sampled from the FROG panel.

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# Methodology



- ▶ Online Survey of Washington State Ferry Riders Opinion Group (FROG)
- ▶ Conducted March-April, 2015 regarding their personal experience riding Washington State Ferries during the recent winter travel period (December 28, 2014 to March 21, 2015)
- ▶ 2,474 Total Interviews
- ▶ Data was weighted by route and boarding method based on the last trip taken

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

# Executive Summary



## OVERALL SATISFACTION/RIDERSHIP

- ▶ Overall satisfaction with the service provided by WSF during the recent winter period (Dec 28<sup>th</sup> 2014 to March 21<sup>st</sup> 2015) continues to be strong (74% Satisfied). Riders on the Anacortes/San Juan Islands (29%), Fauntleroy/Vashon (29%), and San Juan Interisland (27%) continue to have the highest overall dissatisfaction, however both ANA/SJI and SJII have seen significant decreases in dissatisfaction.
- ▶ Compared to 2014, there is little difference in the routes people rode this winter - Seattle/Bainbridge (42%) and Edmonds/Kingston (35%) continue to top the list. However, there has been a significant drop-off in reported travel frequency, with the average number of winter roundtrips passengers are taking down on every route except Southworth/Vashon.
- ▶ All routes except Coupeville/Pt. Townsend and Anacortes/San Juan Islands are primarily used for commuting. Anacortes/San Juan has a high percentage of “other” trips (shopping, medical appointments, etc.).

## MOST RECENT TRIP

- ▶ Just over a quarter of riders (29%) say Seattle/Bainbridge was the last route they rode, followed by Mukilteo/Clinton (19%) and Edmonds/Kingston (18%). Results are very similar to 2014.
- ▶ As in winter 2014, commuting to work (31%) is the most common purpose of riders’ most recent trip, followed by visiting family/friends (16%).
- ▶ As in winter 2014, a majority of riders drove on (56%) for their most recent ferry trip. One-in-four (26%) walked on.
- ▶ A majority of winter riders’ most recent trips continue to be weekday trips, with an even split between weekday off-peak (31%) and weekday peak (30%). Multi-ride (39%) and single ride (27%) are the most used tickets types.

# Executive Summary



## PERFORMANCE MEASURES

- ▶ Winter 2015 dissatisfaction on all attributes is largely unchanged compared to 2014. Overall dissatisfaction remains highest for “adequate parking near terminals” (25%) and “terminal bathrooms clean” (21%).
- ▶ System wide, terminal bathroom cleanliness and clear loading crew directions are the top opportunity areas because of the combination of higher importance with lower satisfaction levels.
- ▶ There is significant dissatisfaction with terminal bathrooms on the Seattle/Bremerton (41%) and Seattle/Bainbridge (29%) routes.
- ▶ There is significant dissatisfaction with the availability of adequate parking on the Fauntleroy/Vashon (46%) and Mukilteo/Clinton (45%) routes.
- ▶ Riders on the Fauntleroy/Vashon (34%), Anacortes/San Juan Island (27%), and Southworth/Vashon (24%) routes are dissatisfied with the efficiency of vehicle processing through ticket booths.

## WSF WEBSITE / CUSTOMER SERVICE

- ▶ Three-fourths of winter riders (74%) have used the WSF website and most (84%) continue to be satisfied.
- ▶ Among the 5% of riders who are dissatisfied with the website, the top reasons given are that the web pages are poorly organized or difficult (46%) and they have problems with the reservation system (29%).
- ▶ Only one-in-ten (9%) winter riders have contacted WSF customer service by phone and most (78%) are satisfied with their experience. Intensity of satisfaction has increased by 14 points since 2014.
- ▶ Among the 12% who are dissatisfied with phone customer service, three in ten (29%) mentioned the long hold times, and 22% mentioned reservation issues.



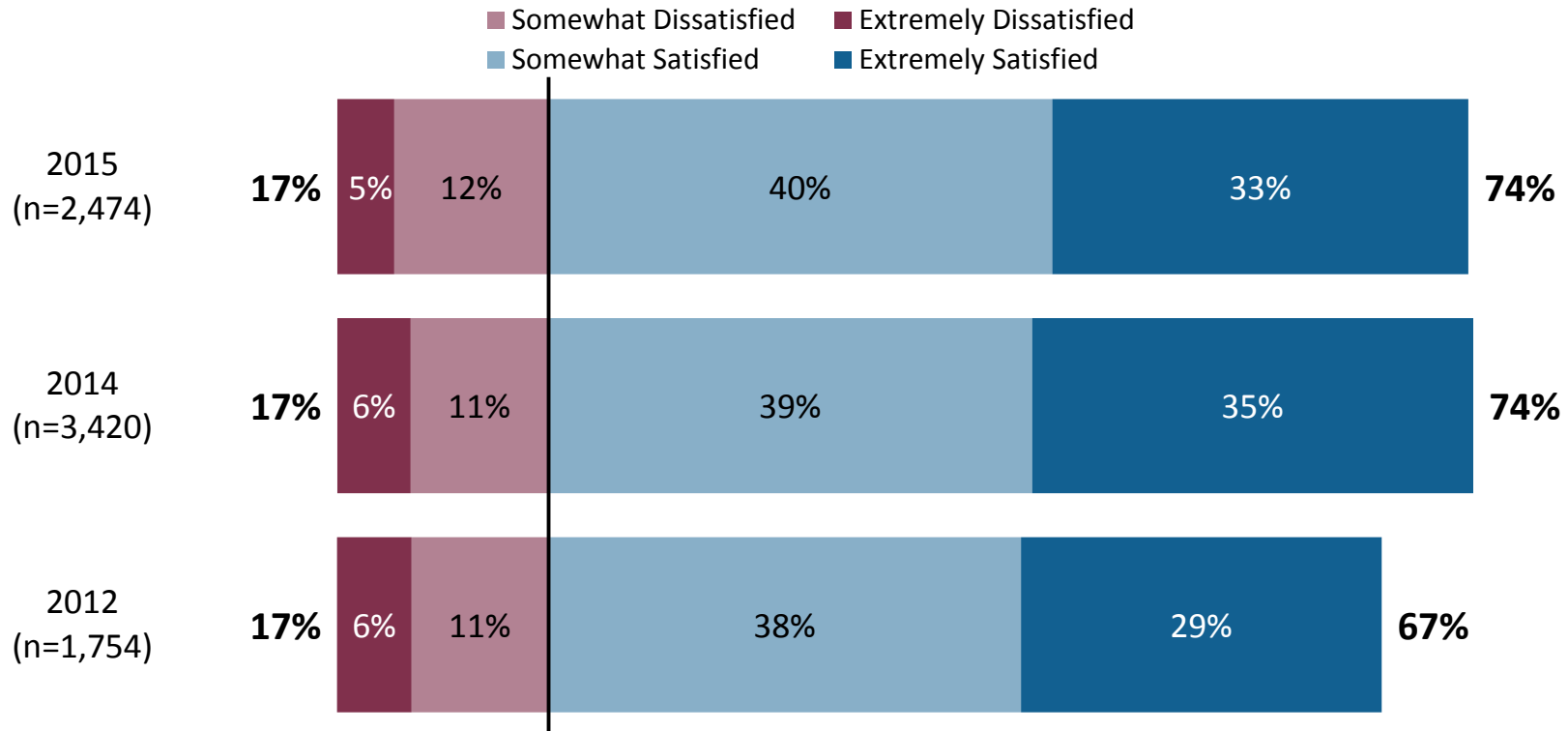
# Detailed Study Findings

# Overall Satisfaction



Overall satisfaction with the service provided by WSF is strong (74% Satisfied / 33% Extremely Satisfied). Dissatisfaction is unchanged, with very low negative intensity.

## Overall Satisfaction with WSF



Only ratings of satisfaction (4-5) or dissatisfaction (1-2) are shown, Ratings of 3 or don't know are not shown.  
The **bold** percentages represents the corresponding total dissatisfaction/satisfaction

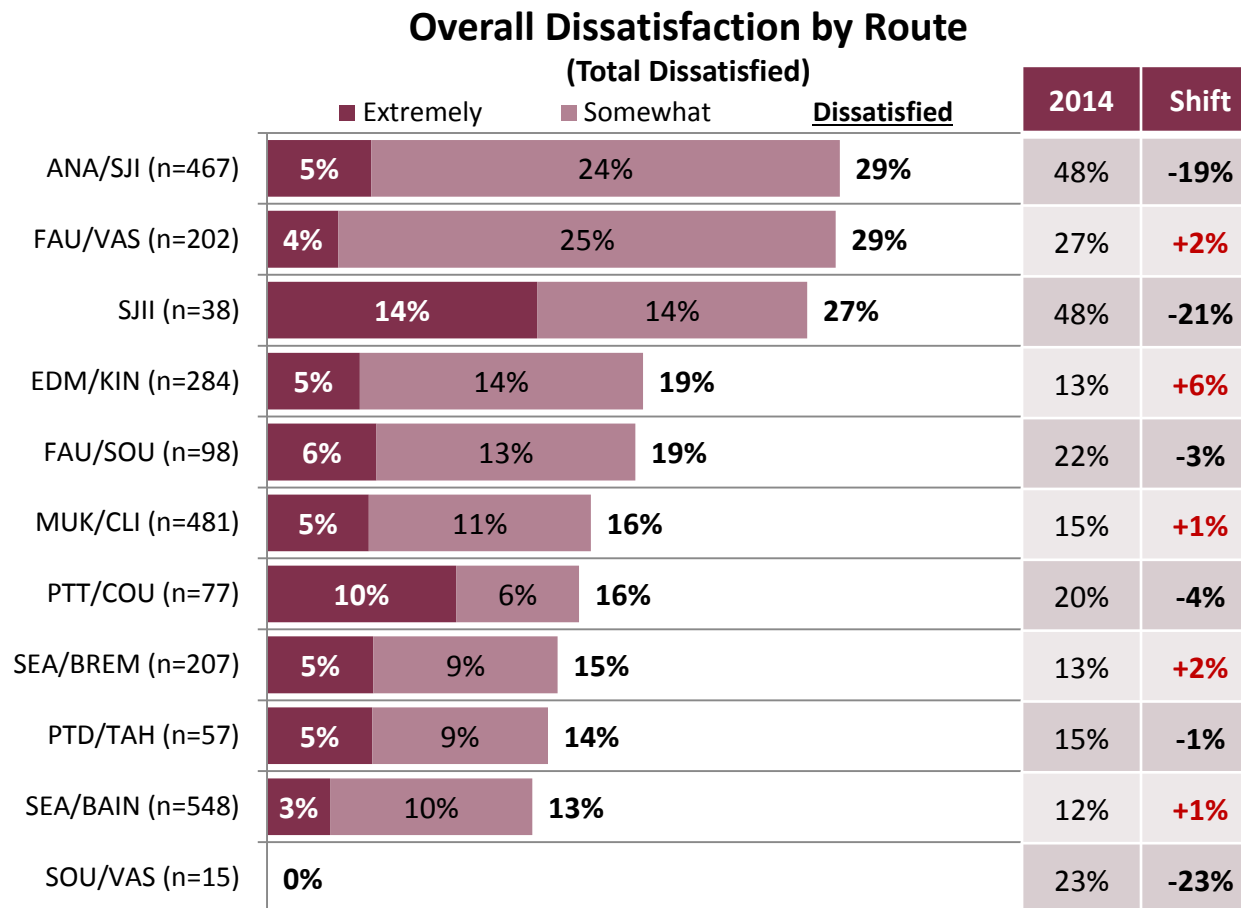
Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, December 28th 2014 through March 21st 2015. All things considered, how satisfied are you with the service provided by Washington State Ferries?



# Overall Dissatisfaction by Route



*Riders on the Anacortes/San Juan Islands (29%), Fauntleroy/Vashon (29%), San Juan Interisland (27%) routes continue to express the highest overall dissatisfaction, however both ANA/SJI and SJII have seen significant decreases in dissatisfaction. Riders on the Edmonds/Kingston route have shown a slight increase in overall dissatisfaction (19%; +6%).*

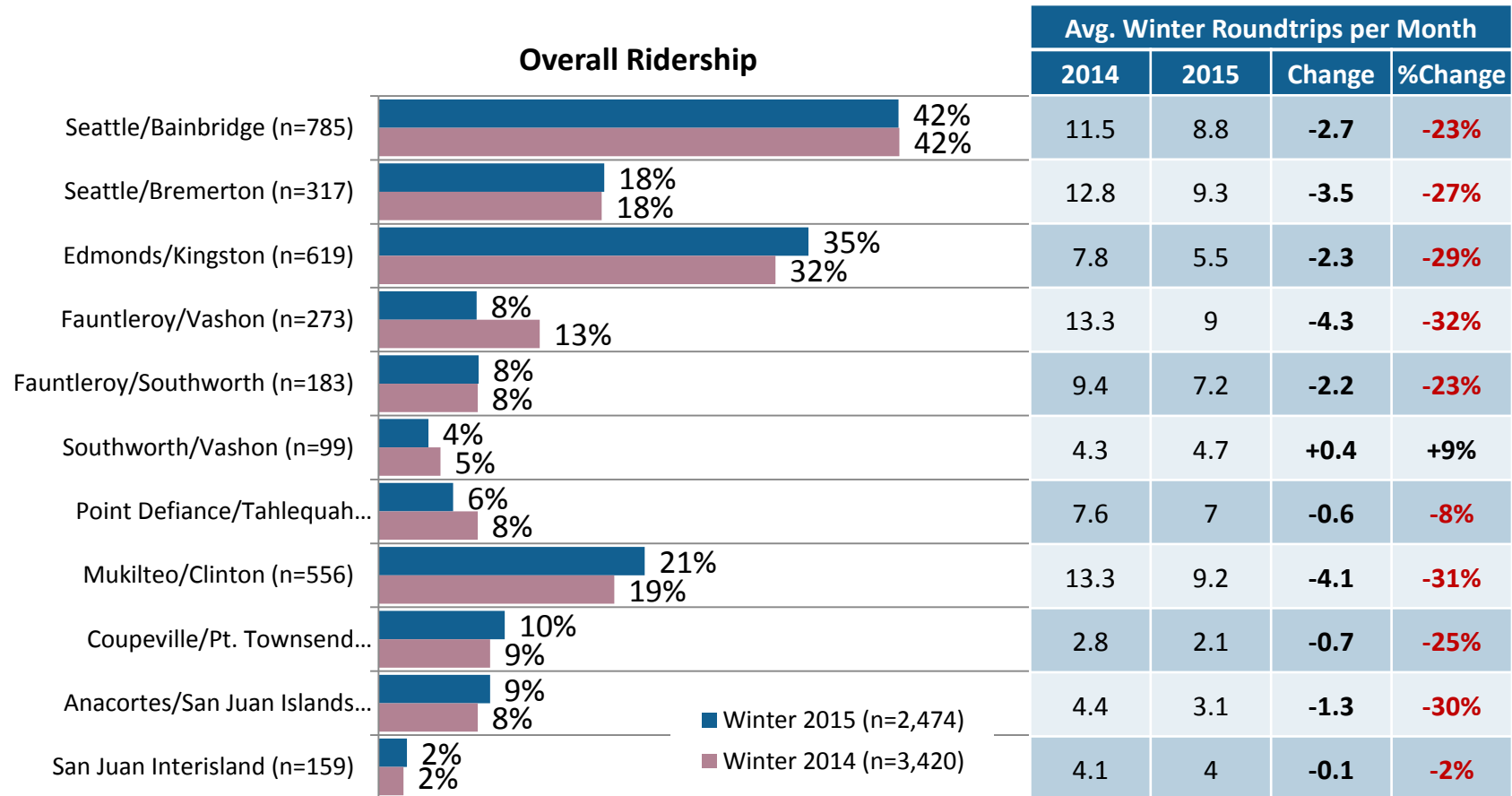


Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, December 28th 2014 through March 21st 2015. All things considered, how satisfied are you with the service provided by Washington State Ferries?

# Ridership



*Compared to 2014, there is little difference in the routes people rode this winter - Seattle/Bainbridge (42%) and Edmonds/Kingston (35%) continue to top the list. However, there has been a significant drop-off in reported travel frequency, with the average number of winter roundtrips passengers are taking down on every route except Southworth/Vashon.*



Q2. Which of the following route(s) have you ridden during the Winter period (December 28th 2014 – Mar 21st 2015)? [CHECK ALL THAT APPLY]

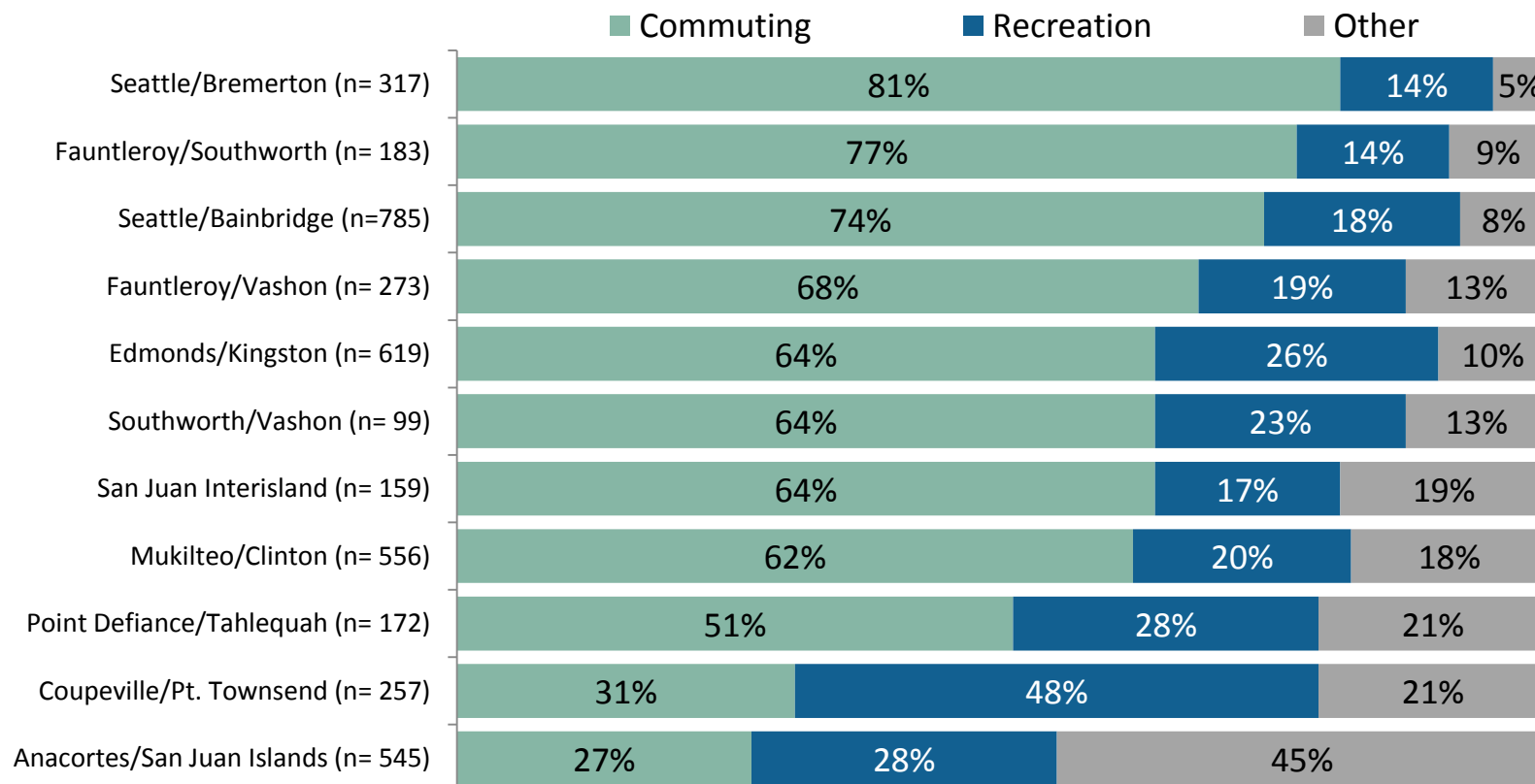
Q3. To get an idea of how people are using the ferry system in the winter months, could you please give us a guesstimate for the route(s) shown below - how many round trips (two one-way trips = one round trip) per month you take during the Winter period?

# Trip Purpose



*All routes except Coupeville/Pt. Townsend and Anacortes/San Juan Islands are primarily used for commuting. Anacortes/San Juan has a high percentage of “other” trips (shopping, medical appointments, etc.).*

## Trip Purpose by Route



*Q4. Approximately how many of those per month round trips, for each route, were for the primary purpose of commuting (getting to and from work/school), how many were primarily recreational/social purposes (seeing friends/going to events, etc.) and how many were for other purposes (shopping, medical appointments, etc.)?*

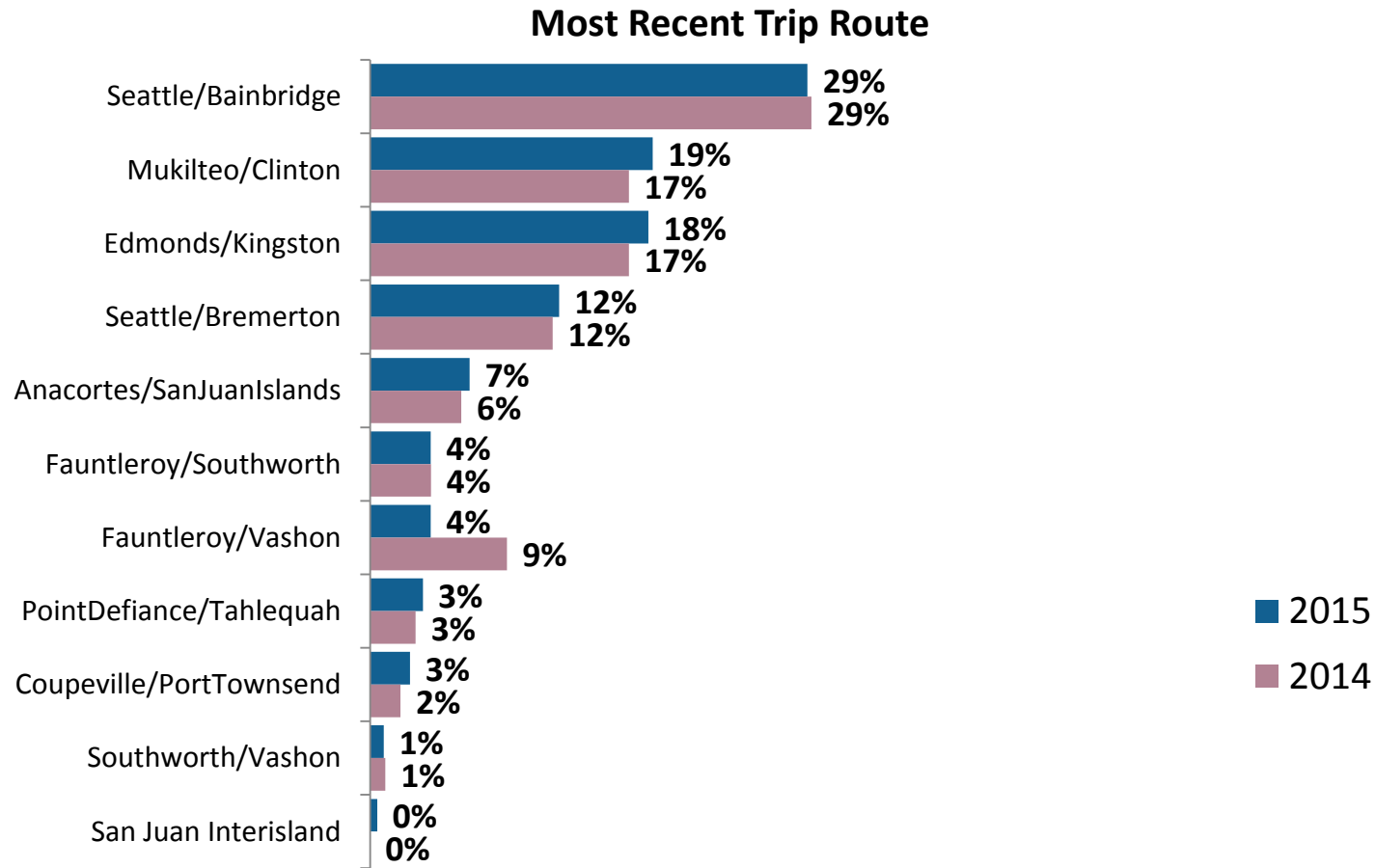


# Most Recent Trip

# Most Recent Trip - Route



*Just over a quarter of riders (29%) say Seattle/Bainbridge was the last route they rode, followed by Mukilteo/Clinton (19%) and Edmonds/Kingston (18%). Results are very similar to 2014. This question reflects the actual results of the WSF traffic count by route for the winter periods.*

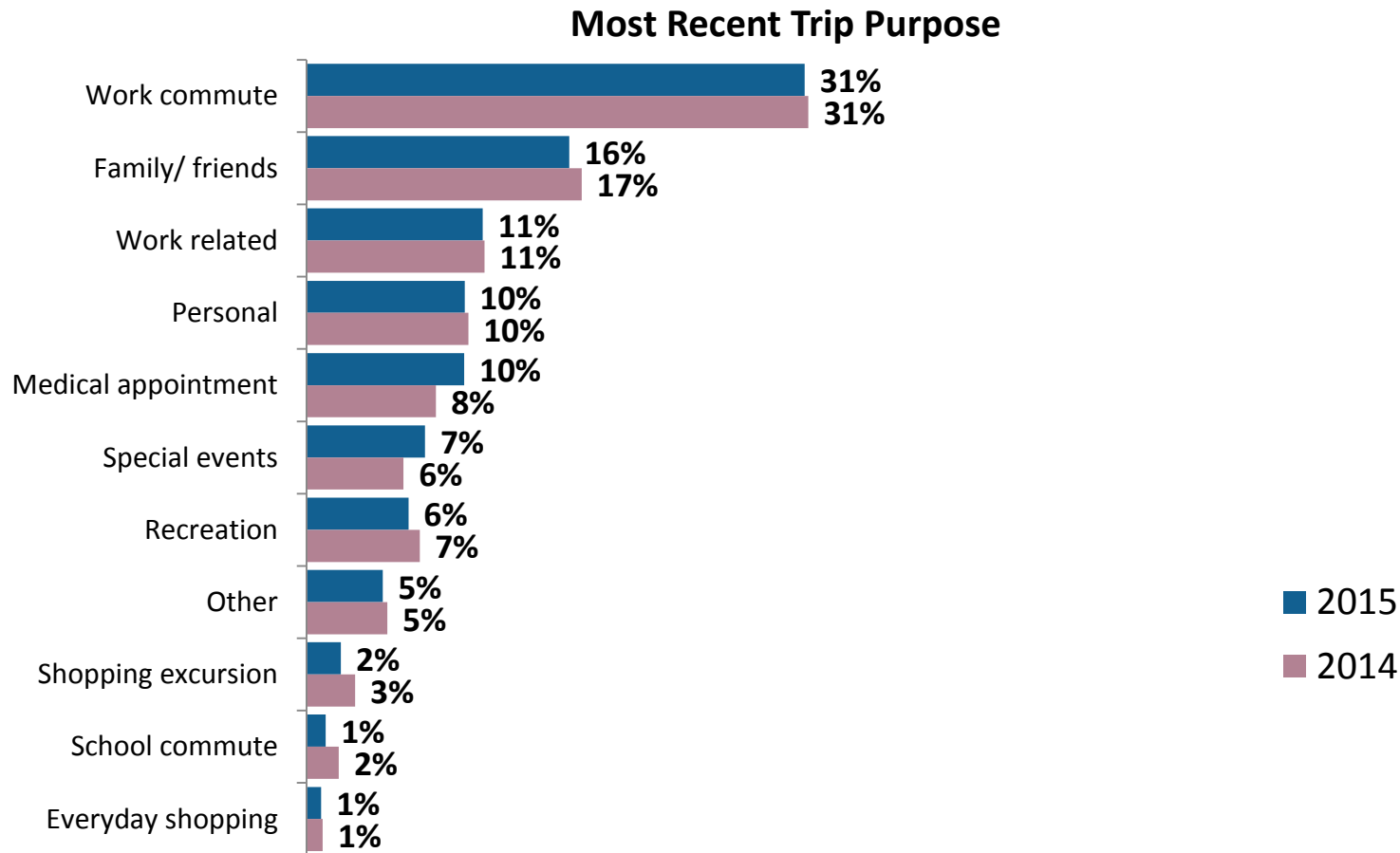


Q10. Now focusing in on your most recent ferry trip, what was the last route that you rode?

# Most Recent Trip – Purpose



*As in 2014, work commute (31%) is the most common purpose of riders' most recent trip, followed by visiting family/friends (16%).*

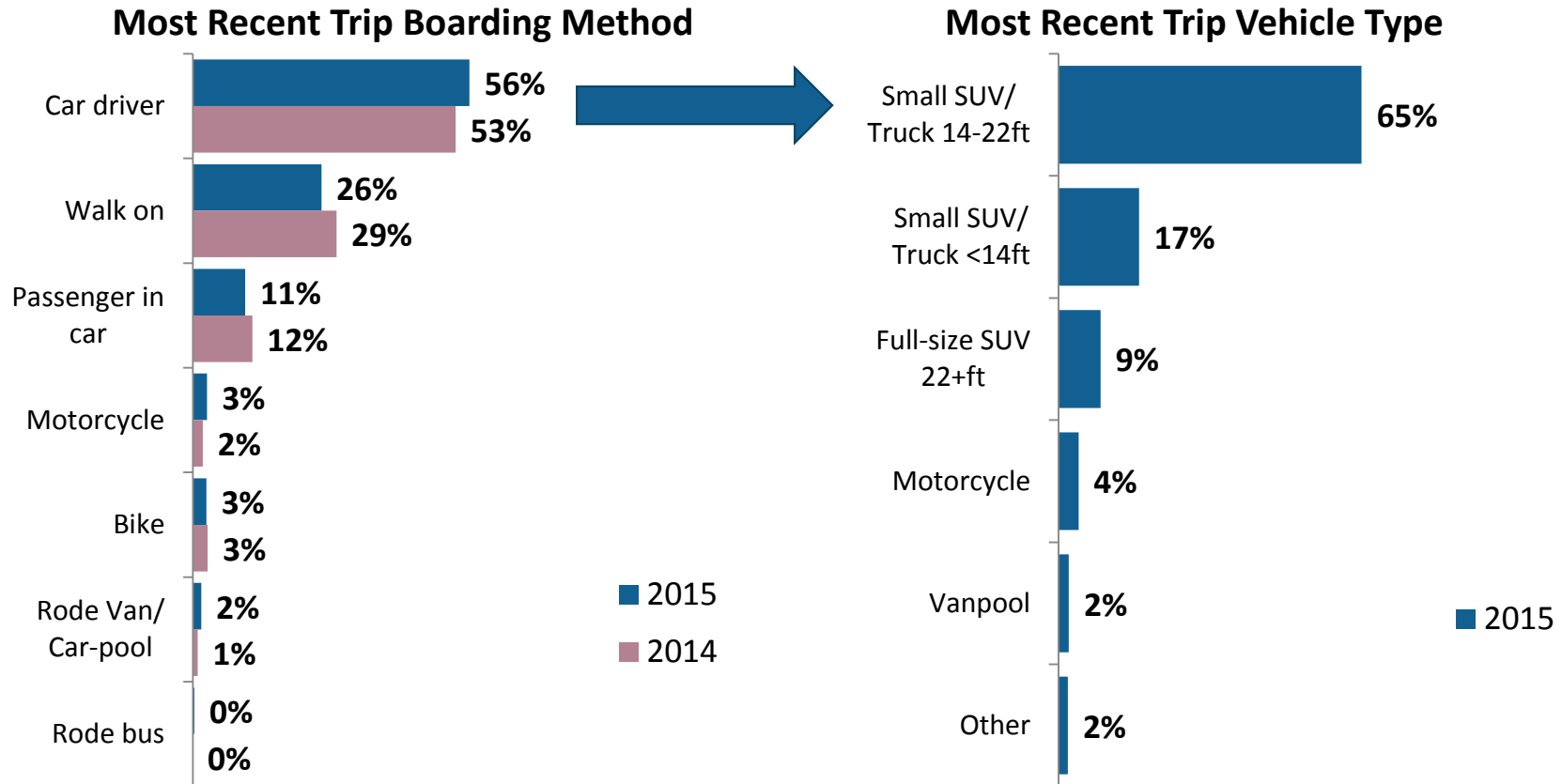


Q12. Thinking about your LAST FERRY RIDE ONLY on the  $\{custom1\}$  route, which of the following was the PRIMARY PURPOSE for that specific trip?

# Most Recent Trip – Boarding Method/Vehicle Type



*As in 2014, a majority of riders drove on (56%) for their most recent ferry trip. One-in-four (26%) walked on. Among those who did drive on, two-thirds (65%) were in a vehicle that was 14 to 22 feet long.*



Q13. Thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, how did you board the ferry for your outbound and returning trips?

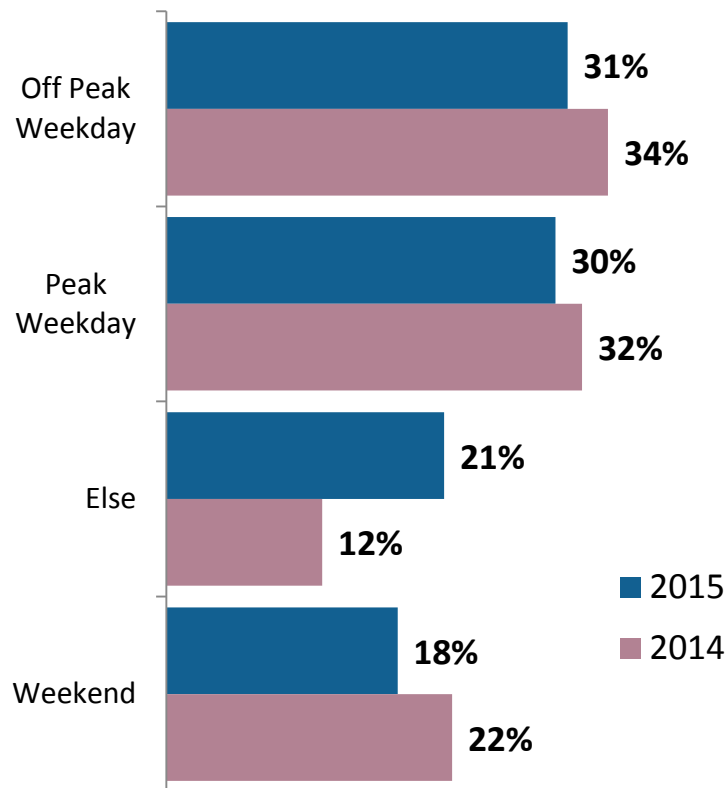
Q14. Thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, which of the following best describes the vehicle you drove on the ferry?

# Most Recent Trip – Time and Ticket Type

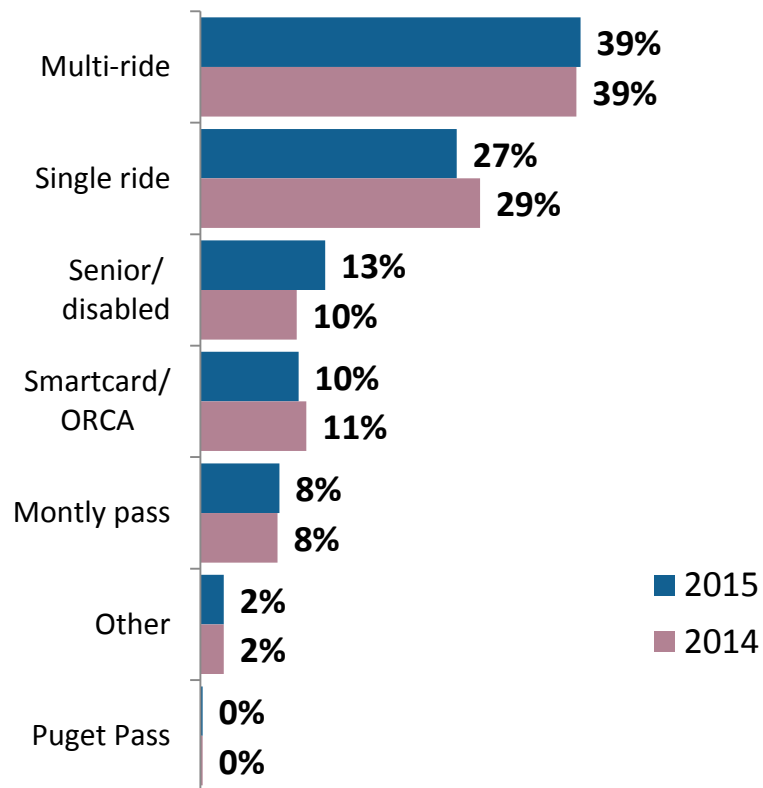


*A majority of riders' most recent trips continue to be weekday trips, with an even split between weekday off-peak (31%) and weekday peak (30%). Multi-ride (39%) and single ride tickets (27%) are the most often used.*

## Most Recent Trip Time



## Most Recent Trip Ticket Type



Q15. Thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, what was the date and scheduled departure time (or approximate time of sailing if you don't remember)?

Q16. Finally, thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, on what kind of ticket were you travelling?





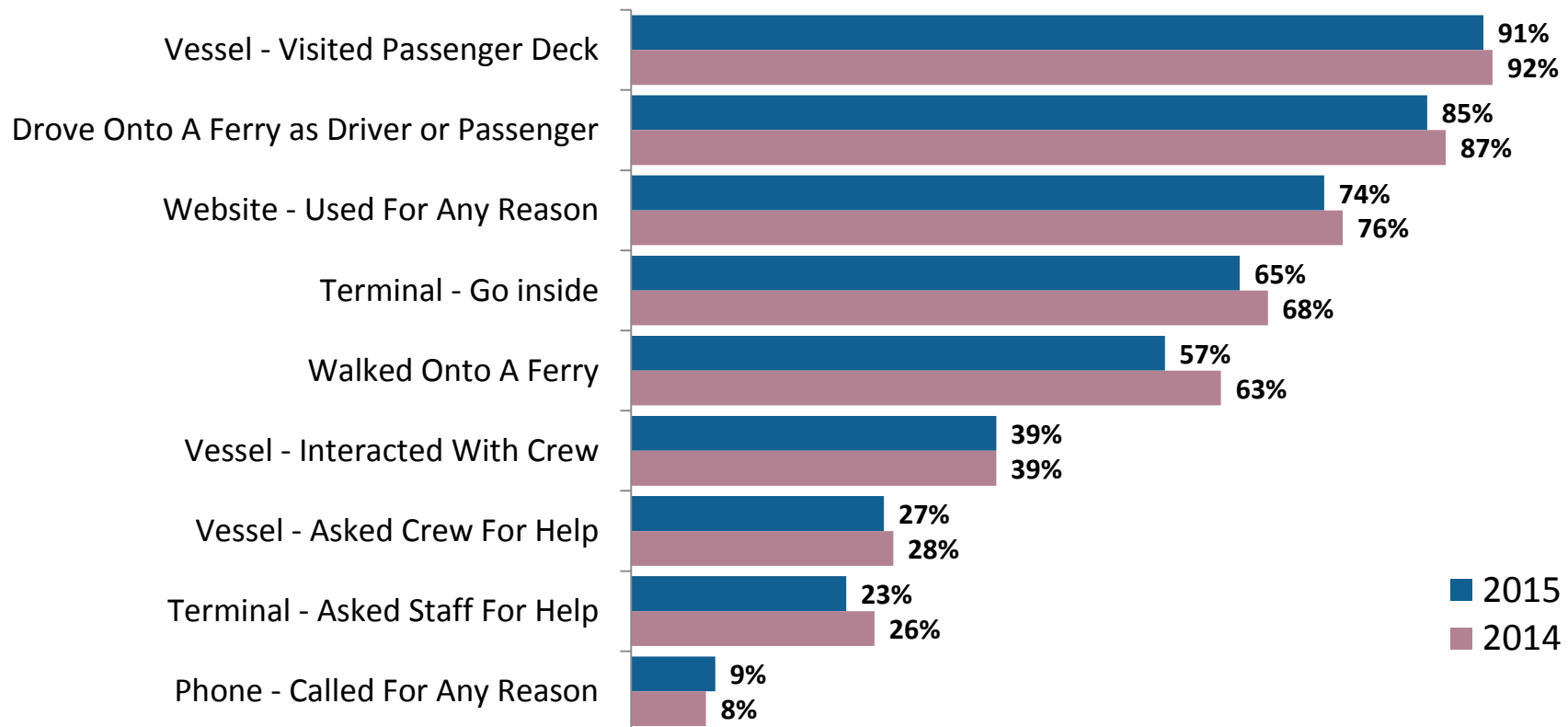
# Performance Ratings

# Rider Interaction With WSF



*Riders are most likely to visit the passenger vessel deck (91%) and drive onto the ferry (85%). Three quarters (74%) say they have used the WSF website. Riders are least likely to have called WSF customer service (9%).*

**WSF Touch Points With Winter Riders  
(n=2,474 / 3,420)**



*Q(s) During the winter period, did you ... Q17 Go inside a ferry terminal for any reason? Q32 Did you specifically ask a WSF terminal staff member for help/assistance? Q35 Did you walk onto a ferry? Q56 Did you either drive onto a ferry or board as a passenger in a vehicle? Q98 Did you use/visit the vessel passenger deck area? Q114 Did you have any interaction with any of the vessel crew? Q123 Did you specifically ask a WSF vessel staff member for help/assistance? Q133 Use the WSF website? Q136 Call WSF customer service by phone?*

# All Riders – Dissatisfaction by Attribute



*Dissatisfaction on all attributes is largely unchanged compared to 2014. Overall dissatisfaction remains highest for “adequate parking near terminals” (25%) and “terminal bathrooms clean” (21%).*

Code	Attributes	Dissatisfaction		
		2015	2014	Change
6	Adequate parking near terminals	25%	26%	-1%
4	Terminal bathrooms clean	21%	21%	--
16	Loading crews provide clear directions	15%	13%	+2%
2	Terminals are comfortable	14%	16%	-2%
5	WSF and Transit schedules coordinated	14%	14%	--
12	Efficiently processes vehicles	12%	11%	+1%
22	Vessels are well maintained	11%	8%	+3%
21	Ferries Bathrooms are clean	10%	8%	+2%
7	Easy loading/ unloading for walk-on	9%	10%	-1%
14	Loading procedures efficient	9%	9%	--
8	Passenger loading efficient	9%	8%	+1%
9	Passenger unloading efficient	9%	8%	+1%
15	Loads ferries to capacity	9%	7%	+2%
3	Terminal Staff is helpful	8%	8%	--
18	Unloading procedures efficient	8%	7%	+1%
1	Terminals are clean	7%	7%	--
13	Vehicle loading crew is friendly	6%	9%	-3%
11	Buying tickets easy and quick	6%	5%	+1%
20	Passenger seating areas are clean	5%	5%	--
19	Unloading crews provide clear directions	5%	4%	+1%
24	Vessel crew is helpful	4%	4%	--
10	Toll booth staff is friendly	4%	4%	--
23	Vessel crew is friendly	3%	4%	-1%
17	Unloading crew is friendly	3%	3%	--

- ❖ This table gives an overview of the individual attribute quad charts that follow
- ❖ For each attribute, the table shows:
  - Total dissatisfaction (1-2) for **Winter 2015** and **Winter 2014**
  - The **Change** in dissatisfaction from 2014 to 2015. **Red** indicates greater dissatisfaction in 2015 than in 2014.

# Dissatisfied Riders – Dissatisfaction by Attribute



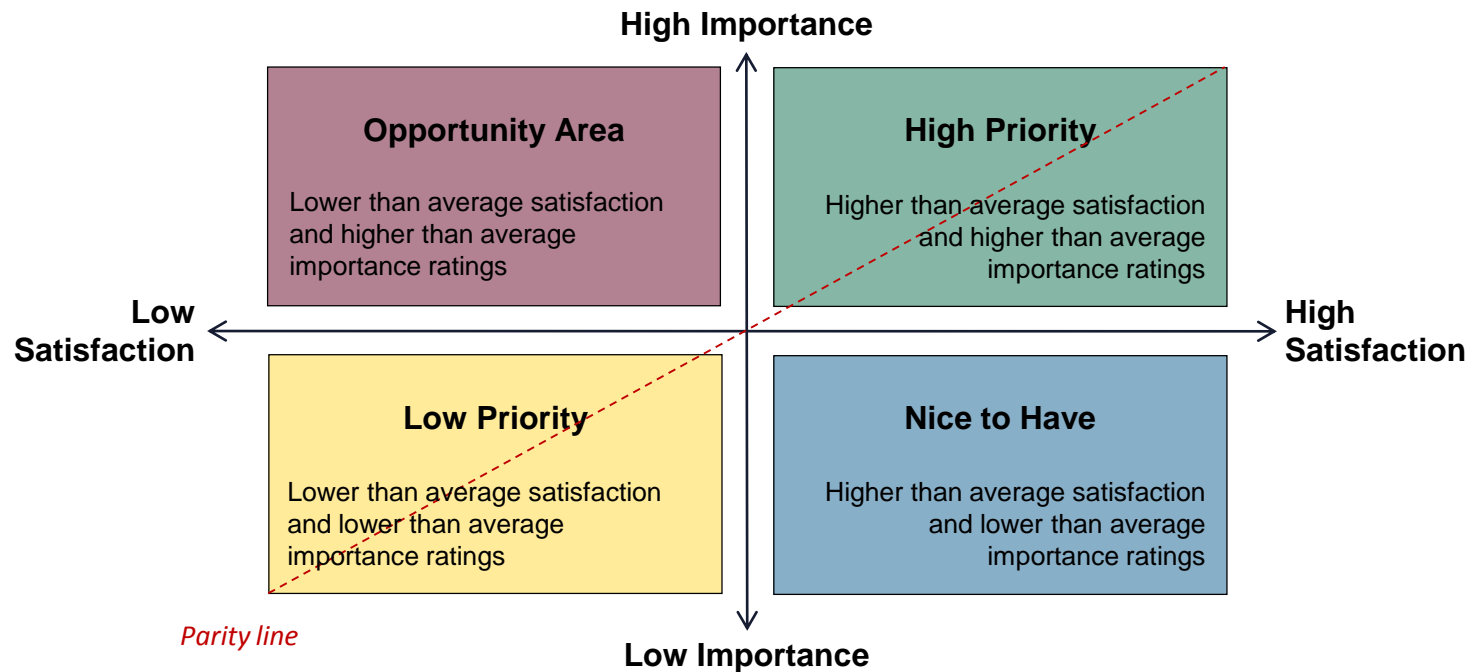
*As expected, riders who are dissatisfied overall have higher dissatisfaction levels on every individual attribute. These riders are most dissatisfied with parking availability.*

	Very Dissatisfied	Somewhat Dissatisfied	<b>Dissatisfied</b>	<b>Dissatisfaction</b>	
				<b>All Riders</b>	<b>Difference</b>
Adequate parking near terminals	19%	17%	<b>36%</b>	25%	<b>+11</b>
Terminal bathrooms clean	12%	15%	<b>27%</b>	21%	<b>+6</b>
Loading crews provide clear directions	11%	16%	<b>27%</b>	15%	<b>+12</b>
WSF and Transit schedules coordinated	15%	11%	<b>25%</b>	14%	<b>+11</b>
Efficiently processes vehicles	10%	14%	<b>24%</b>	12%	<b>+12</b>
Terminals are comfortable	9%	15%	<b>24%</b>	14%	<b>+10</b>
Vessels are well maintained	7%	16%	<b>23%</b>	11%	<b>+12</b>
Loading procedures efficient	11%	9%	<b>20%</b>	9%	<b>+11</b>
Loads ferries to capacity	7%	11%	<b>18%</b>	9%	<b>+9</b>
Ferry bathrooms are clean	5%	12%	<b>17%</b>	10%	<b>+7</b>
Easy loading/ unloading for walk-on	9%	7%	<b>17%</b>	9%	<b>+8</b>
Terminal Staff is helpful	6%	11%	<b>16%</b>	8%	<b>+8</b>
Unloading procedures efficient	9%	7%	<b>15%</b>	8%	<b>+7</b>
Passenger loading efficient	7%	8%	<b>15%</b>	9%	<b>+6</b>
Passenger unloading efficient	8%	7%	<b>15%</b>	9%	<b>+6</b>
Buying tickets easy and quick	5%	10%	<b>14%</b>	6%	<b>+8</b>
Vehicle loading crew is friendly	7%	7%	<b>14%</b>	6%	<b>+8</b>
Terminals are clean	4%	8%	<b>12%</b>	7%	<b>+5</b>
Unloading crew is friendly	3%	8%	<b>11%</b>	3%	<b>+8</b>
Unloading crews provide clear directions	4%	7%	<b>11%</b>	5%	<b>+6</b>
Passenger seating areas are clean	3%	7%	<b>10%</b>	5%	<b>+5</b>
Toll booth staff is friendly	3%	6%	<b>9%</b>	4%	<b>+5</b>
Vessel crew is friendly	6%	2%	<b>8%</b>	3%	<b>+5</b>
Vessel crew is helpful	5%	3%	<b>7%</b>	4%	<b>+3</b>

# Gap Analysis



- ❖ The following slides present quadrant charts compare the relative satisfaction for each ferry attribute compared to the relative importance of that attribute.
  - The two sample sizes shown on each chart represent the maximum and minimum number of riders rating any given attribute, due to embedded skip logic.
- ❖ Each quad chart consists of four quadrants:
  - Opportunity area (red) | High priority (green) | Nice to have (blue) | Low priority (yellow)
- ❖ Each quad chart is also overlaid with a parity line.
  - The parity line represents where importance and satisfaction are equal, and identifies the ferry attributes with the greatest disparity between satisfaction and importance.
- ❖ Attributes considered important, but with low satisfaction (performance), are opportunity areas for WSF. Increasing awareness of these important attributes may help promote more positive impressions of the ferry system, and boost overall satisfaction.



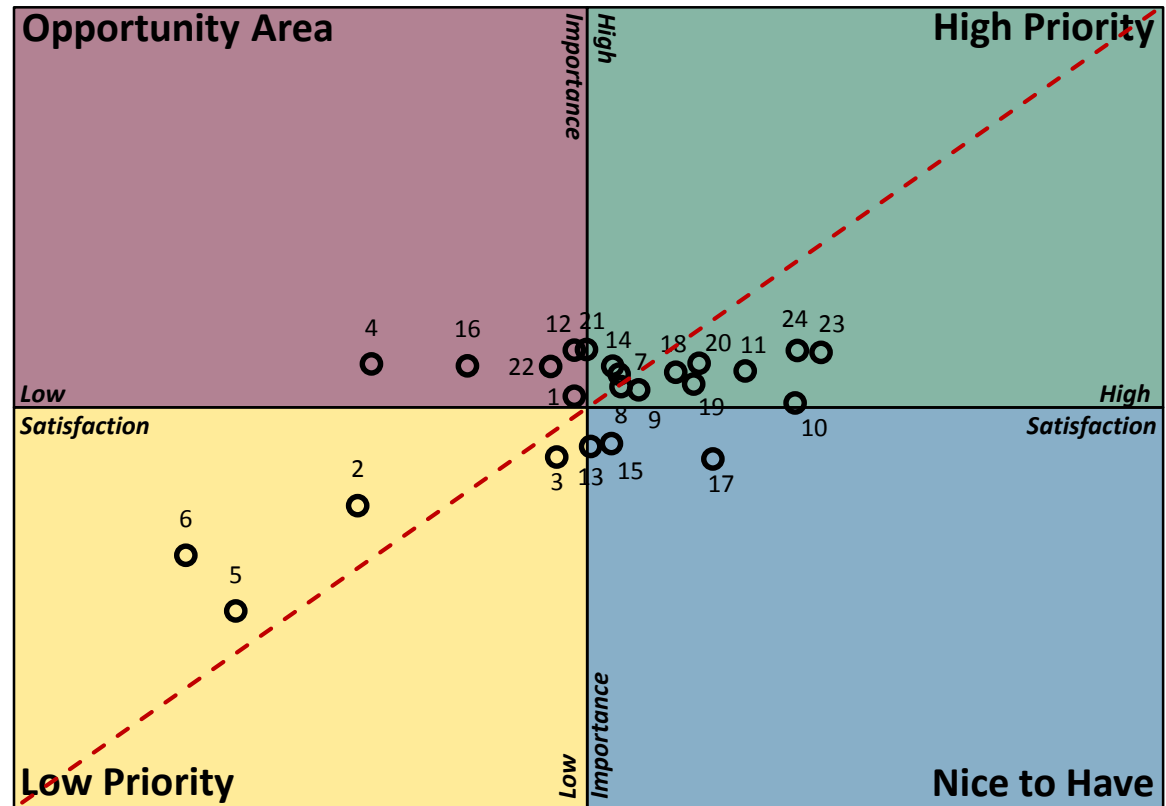
# Gap Analysis: Overall



**Opportunity areas:** Terminal bathroom cleanliness and clear loading crew directions are the key opportunity areas, followed by vessel maintenance, efficient processing of vehicles, ferry bathroom cleanliness and terminal cleanliness.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=1004-2269)**



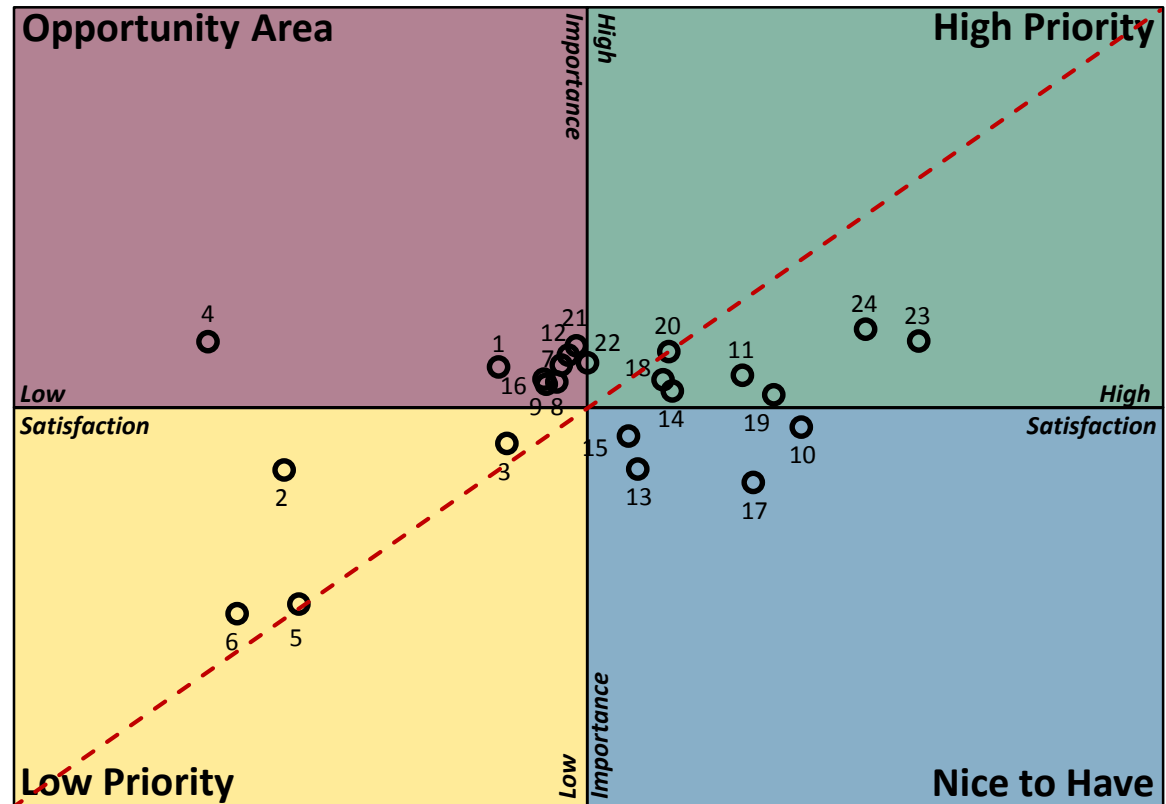
# Gap Analysis: Seattle/Bainbridge



**Opportunity areas:** Terminal bathroom cleanliness is the biggest opportunity area, followed by terminal cleanliness, ferry bathroom cleanliness, loading/unloading ease for walk-ons, passenger loading/unloading efficiency, efficiency of processing vehicles and, loading crews providing clear directions.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=187-510)**



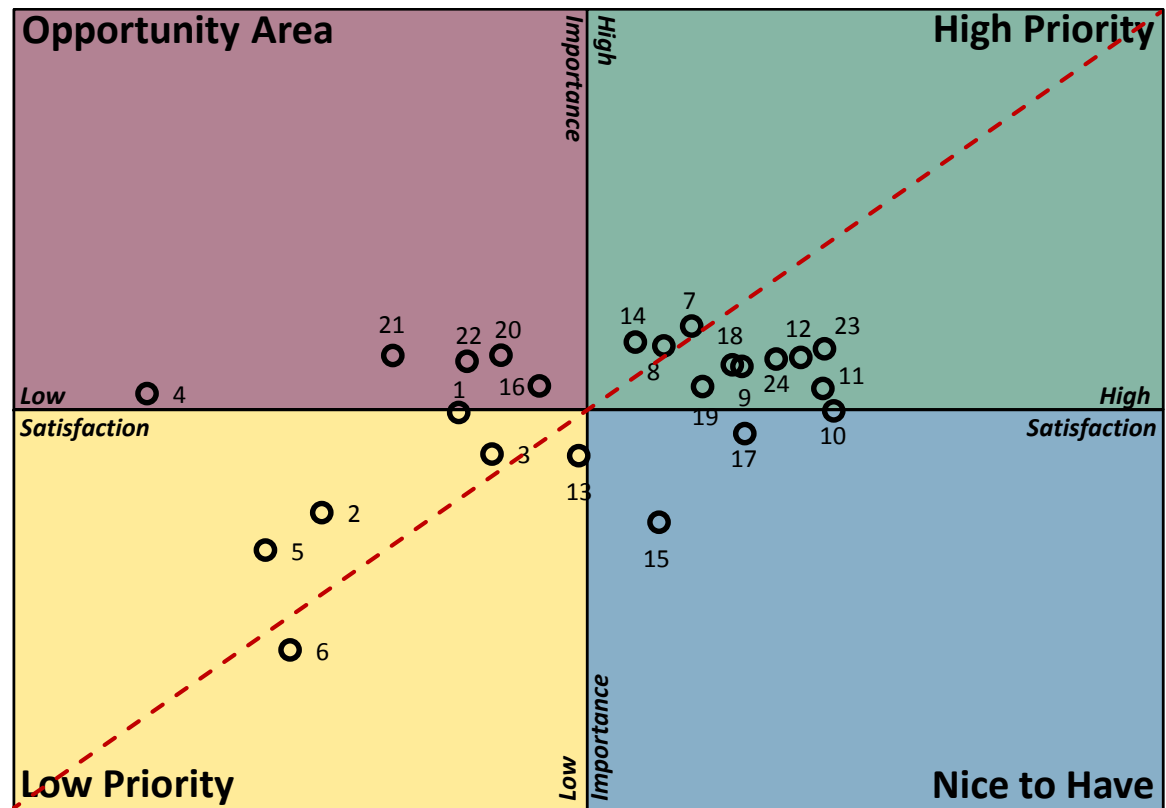
# Gap Analysis: Seattle/Bremerton



**Opportunity areas:** Terminal bathroom cleanliness is the key opportunity area, followed by ferry bathroom cleanliness, vessel maintenance, passenger seating area cleanliness, loading crew directions.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=87-188)**

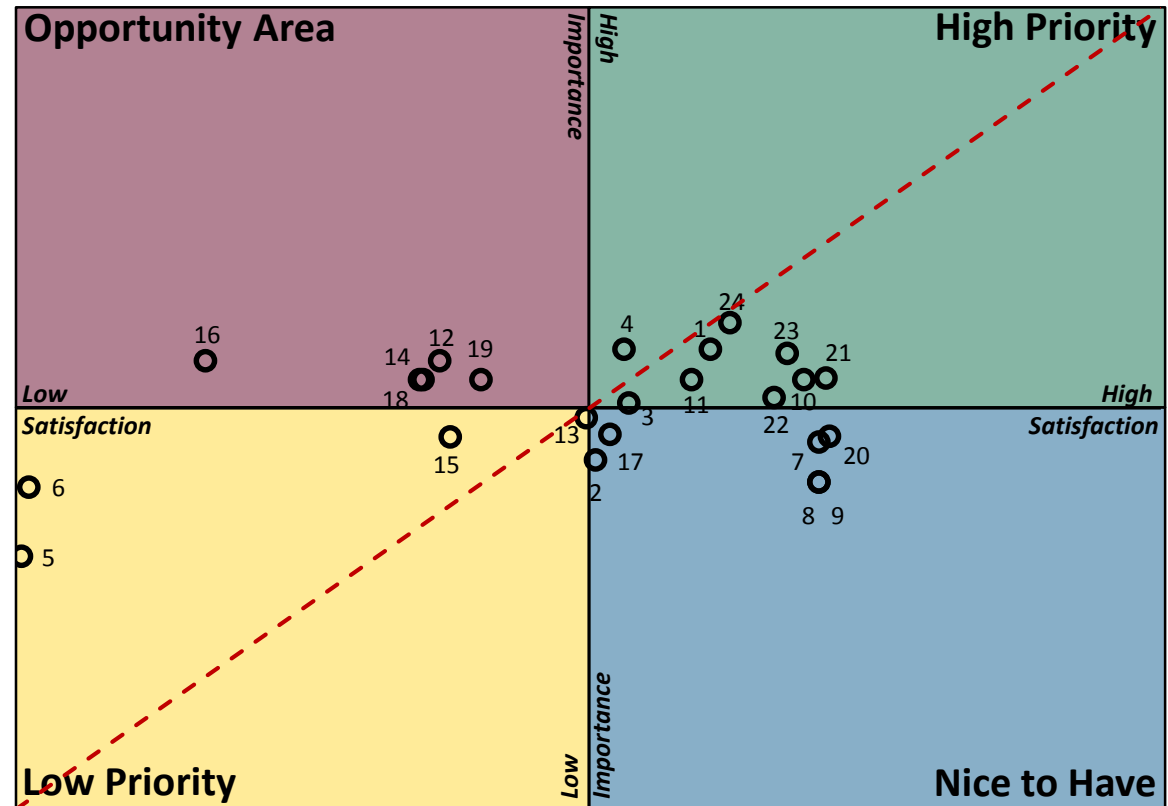




**Opportunity areas:** Loading crews providing clear directions is the key opportunity area, followed by efficiency of loading/unloading procedures, efficiency of processing vehicles loading, and unloading crews providing clear directions.

	Attribute Key
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated*
6	Adequate parking near terminals*
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

### Satisfaction vs. Importance Ratings ( $n=25-53$ )



\* 5 & 6 are outside of displayed graph area.

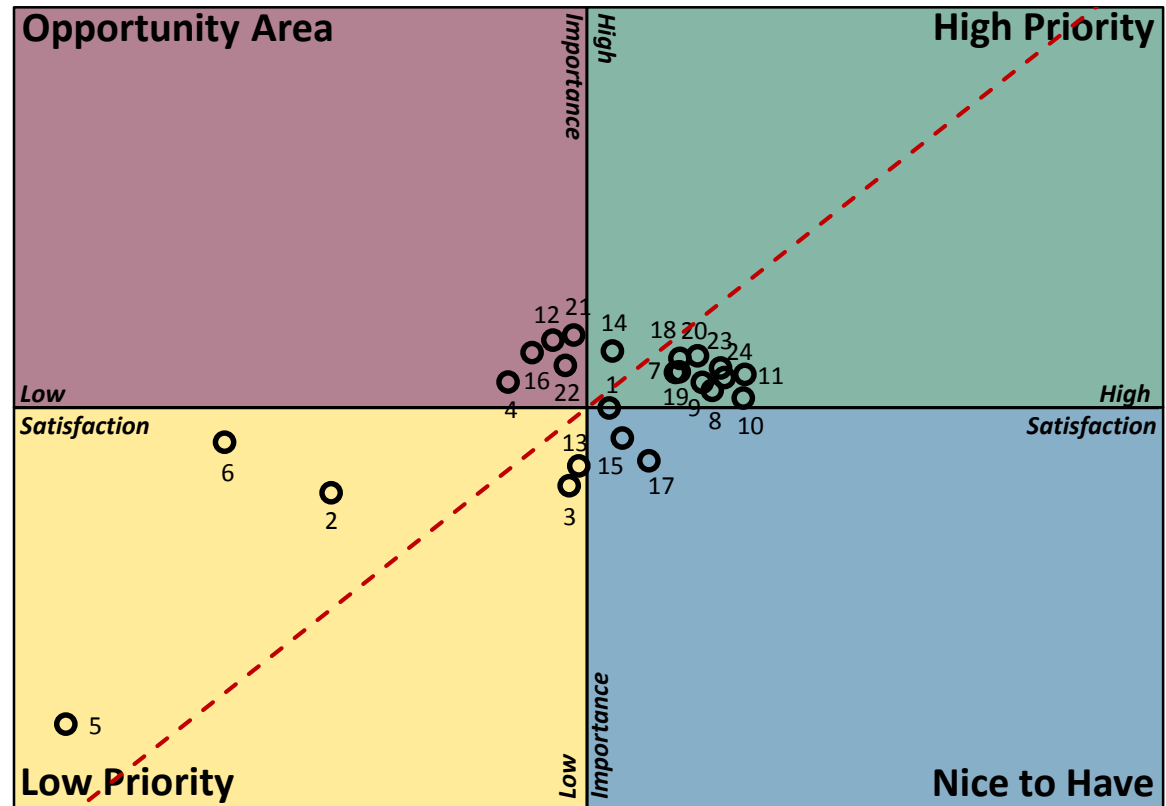
# Gap Analysis: Edmonds/Kingston



**Opportunity areas:** Terminal bathroom and ferry bathroom cleanliness, efficiency of processing vehicles, loading crew's directions and, vessel maintenance are all similar opportunity areas.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=119-261)**



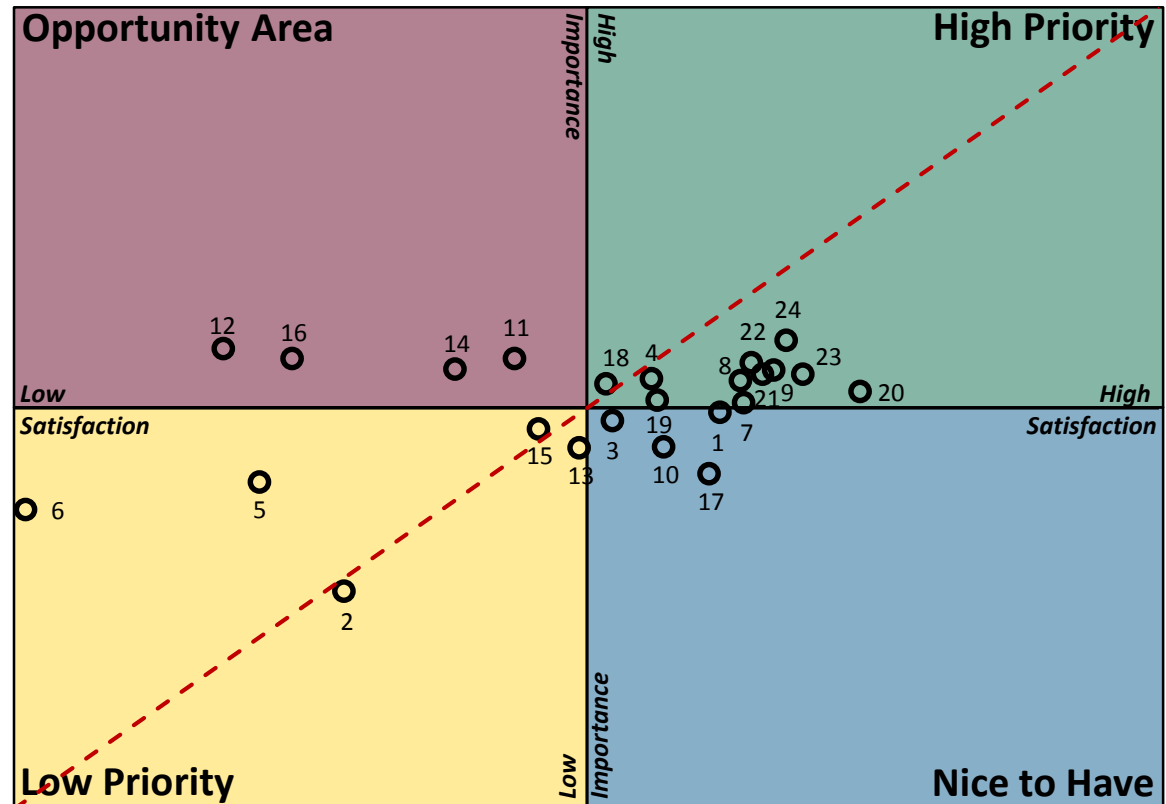
# Gap Analysis: Fauntleroy/Vashon



**Opportunity areas:** Efficiency of processing vehicles is the key opportunity area, followed by loading crews providing clear directions, efficient loading procedures, and ease of buying tickets.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=92-192)**



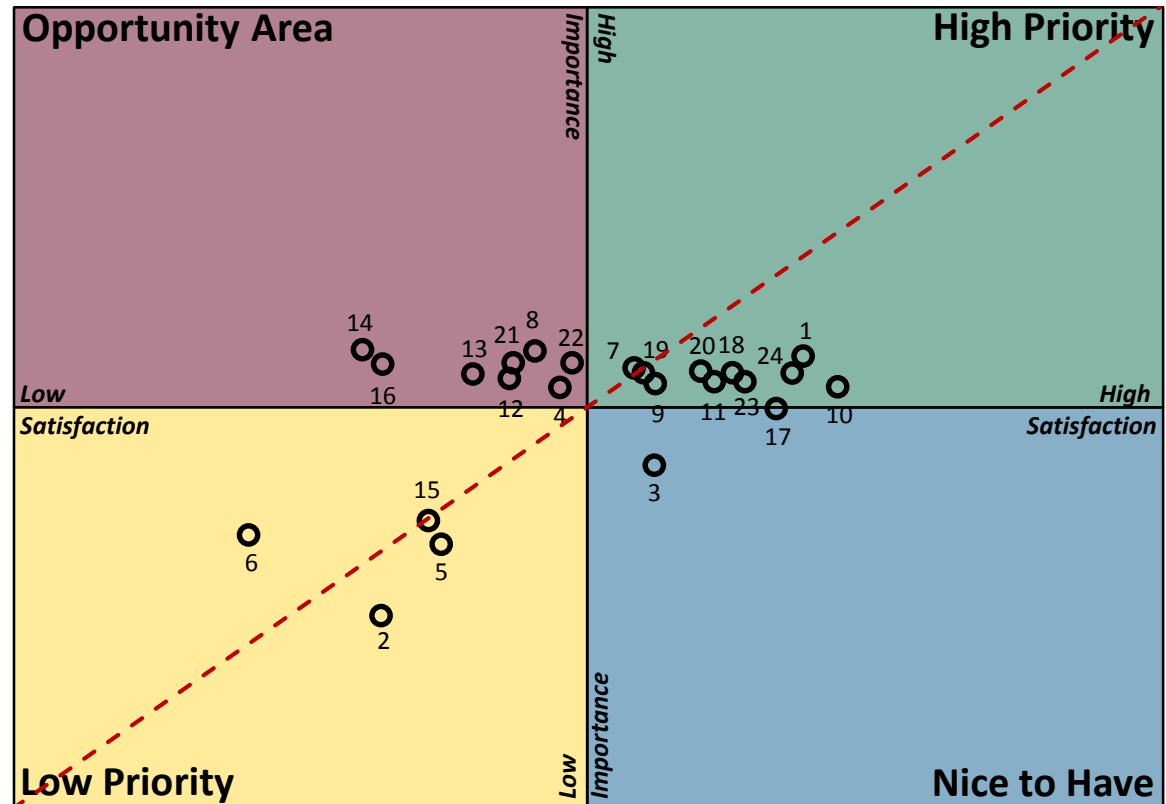
# Gap Analysis: Fauntleroy/Southworth



**Opportunity areas:** Efficient loading procedures and loading crews providing clear directions are the key opportunity area, followed by loading crew friendliness, ferry bathroom cleanliness, efficiency of processing vehicles, passenger loading efficiency, terminal bathroom cleanliness, and vessel maintenance.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
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15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=45-88)**



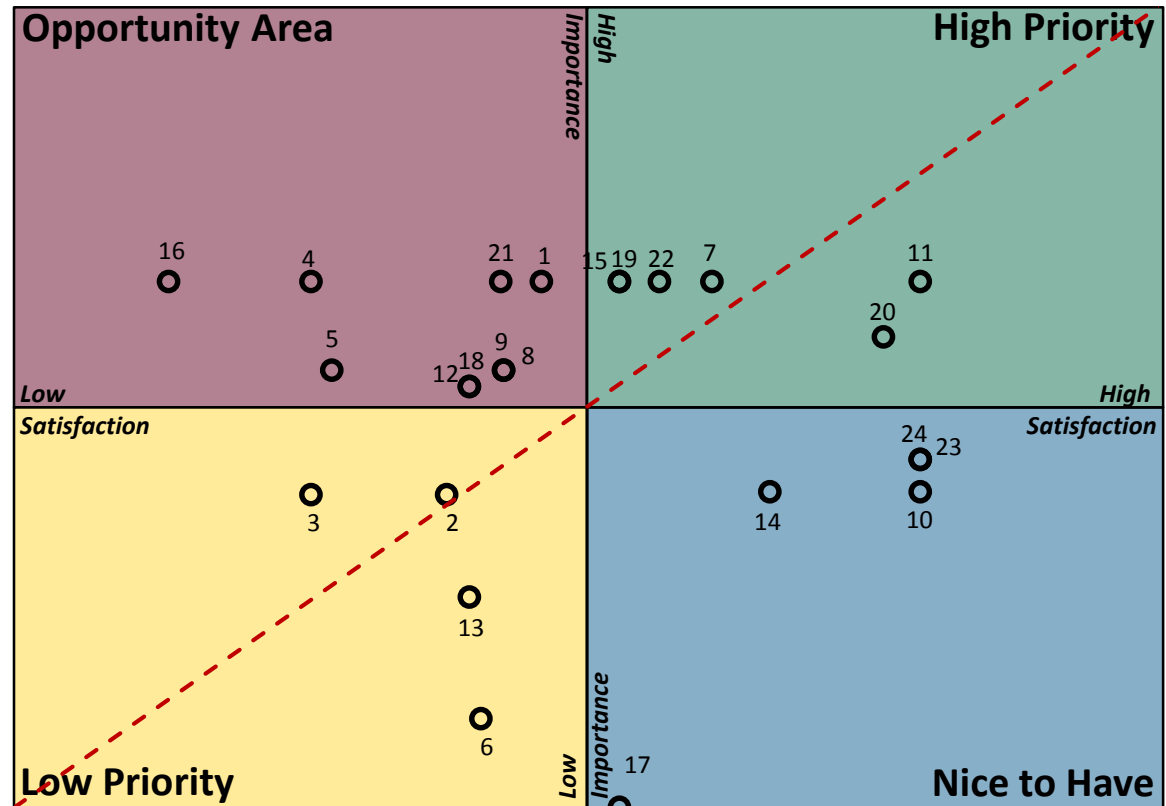
# Gap Analysis: Southworth/Vashon



**Opportunity areas:** Loading crews providing clear directions is the key opportunity area, followed by terminal bathroom cleanliness, transit schedule coordination, ferry bathroom cleanliness, terminal cleanliness, efficiency of processing vehicles, efficient unloading procedures, and efficiency of passenger loading and unloading.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=5-14)**



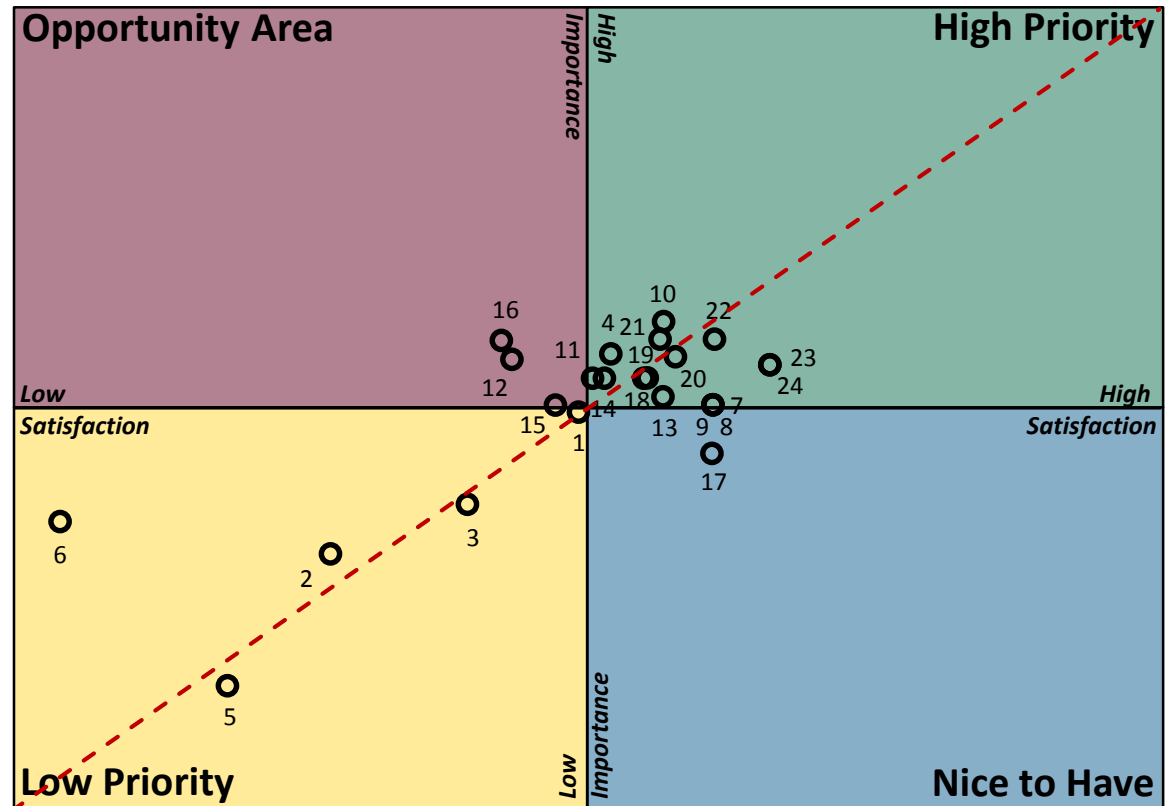
# Gap Analysis: Coupeville/Pt. Townsend



**Opportunity areas:** Loading crews providing clear directions and efficiently processing vehicles are the key opportunity area, followed by loading ferries to capacity.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=29-69)**



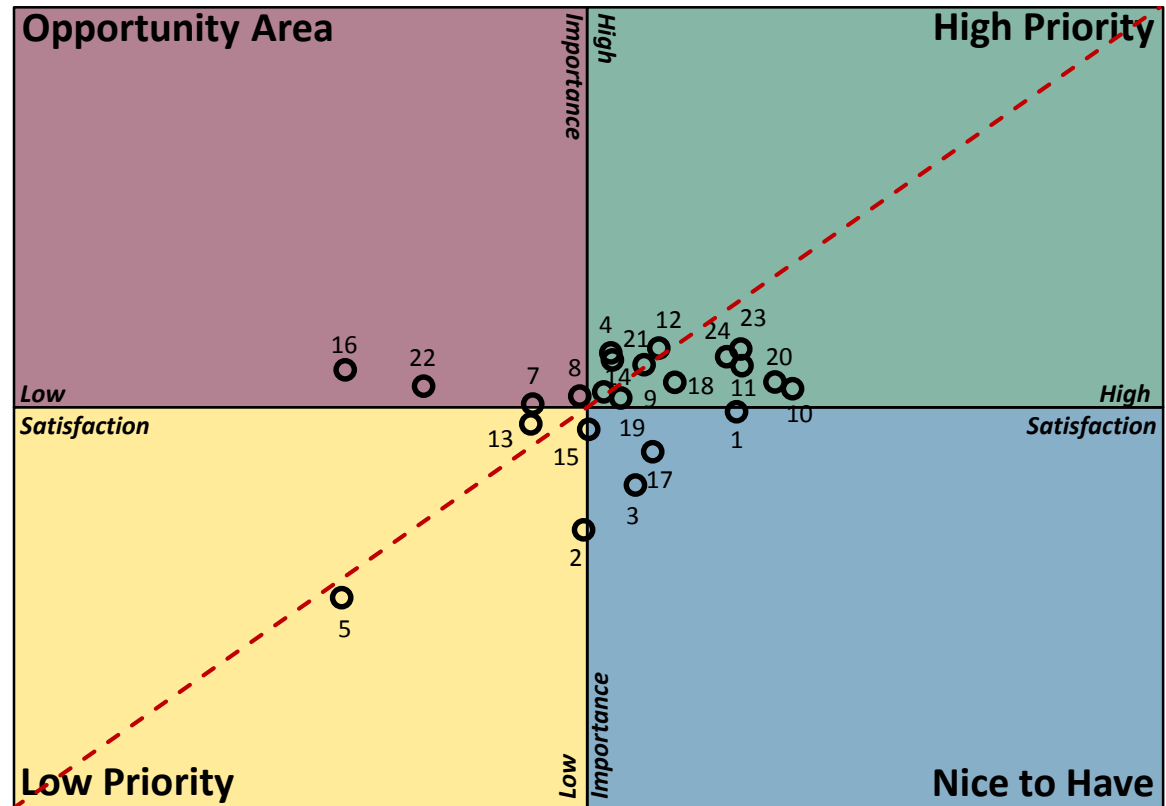
# Gap Analysis: Mukilteo/Clinton



**Opportunity areas:** Loading crews providing clear directions is the key opportunity area, followed by vessels are well maintained, Loading/unloading ease for walk-ons, efficiency of passenger loading, and loading crew directions.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=177-443)**



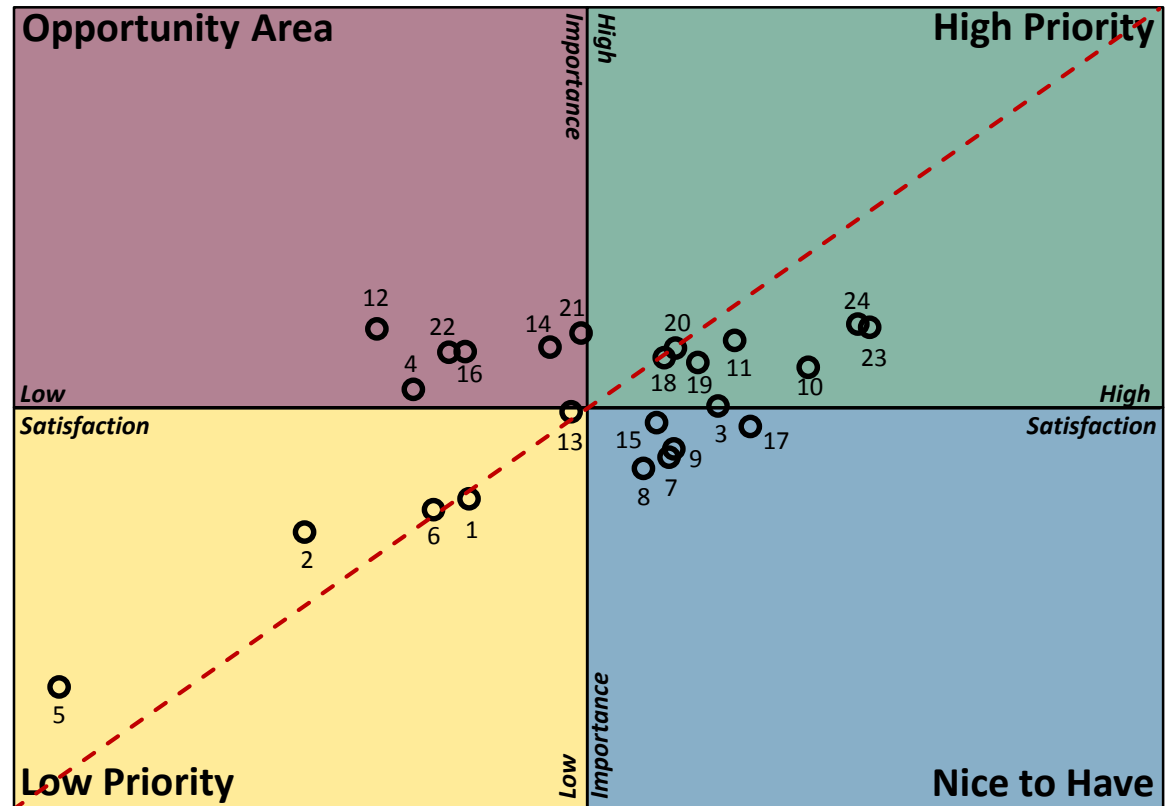
# Gap Analysis: Anacortes/San Juan Islands



**Opportunity areas:** Efficiently processing vehicles is the key opportunity area, followed by terminal bathroom cleanliness, vehicle maintenance, clear loading crew directions, efficient loading procedures, and ferry bathroom cleanliness.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=149-442)**





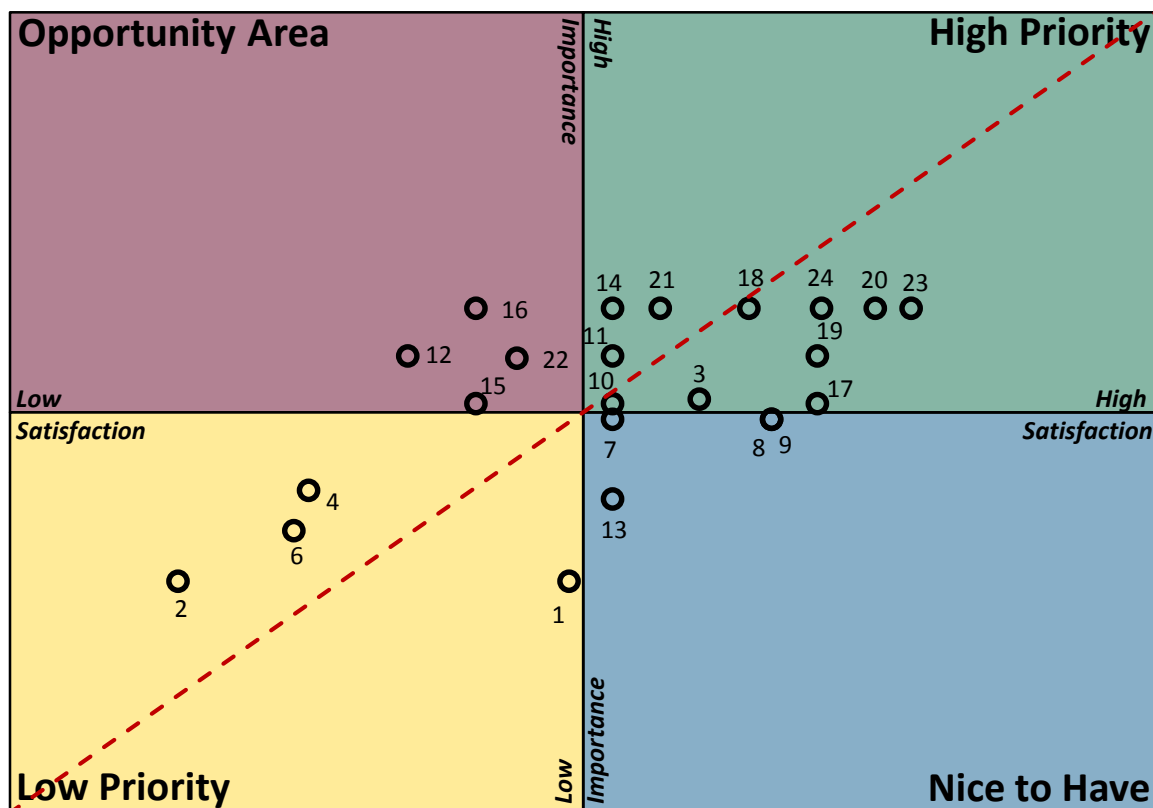
# Gap Analysis: San Juan Interisland



**Opportunity areas:** Efficiency of processing vehicles is the key opportunity area, followed by loading crews provide clear directions, vessels are well maintained, and loading ferries to capacity.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

**Satisfaction vs. Importance Ratings (n=20-37)**



# Terminals Clean and Well Maintained



*Dissatisfaction is highest for the Inter San Juan Island route (27%) – although the sample size is small (n=20) - and Seattle/Bremerton (13%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1586	450	162	37	160	129	61	9	56	258	244	20
The terminals are clean and well maintained	Imp. (4-5)	92%	94%	90%	97%	91%	91%	98%	100%	91%	91%	80%	73%
	Sat. (4-5)	69%	61%	60%	84%	75%	76%	90%	70%	82%	83%	53%	64%
	Dissat. (1-2)	7%	9%	13%	--	3%	1%	1%	--	--	4%	10%	27%
2014	Dissat.	7%	12%	9%	0%	3%	1%	2%	6%	0%	4%	11%	25%
Change	Dissat.	--	-2	+4	--	--	--	-1	-6	--	--	-1	+2

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Seattle	74%	<b>Seattle</b> - Dirty and not well kept. Also only cold water to wash your hands with in winter.	
Bremerton	9%	<b>Seattle</b> - Terminal is not maintained well. Stores are not open early or late. Bathrooms are filthy and stink. The Subway store bread smell is very bad. The grounds are dirty. Construction noise.	
Anacortes	9%	<b>Seattle</b> -Bathrooms are very dirty and tend to attract scary people. I suspect drug activity goes on in there.	
Mukilteo	7%	<b>Seattle</b> -The terminal itself is showing its age and appears dirty more frequently than not.	
Bainbridge	6%	<b>Bremerton</b> - General cleanliness and smell	
		<b>Bremerton</b> - Dirty, non users using it as a hangout, etc.	
		<b>Bremerton</b> -Bad smell. Debris on floor	
		<b>Anacortes</b> - Shabby and not clean. Looks like a third world country terminal (compared to B.C.).	
		<b>Mukilteo</b> - The Mukilteo Ferry Terminal is old, small, worn.	

Attribute Key Code - 1

# The Terminals are Comfortable



*Dissatisfaction is highest for the Inter San Juan Island route (45%) and Southworth/Vashon (24%) – although the sample sizes are small (n=20 & n=9) – followed by Anacortes/San Juan (22%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1586	450	162	37	160	129	61	9	56	258	244	20
The terminals are comfortable (seating, temperature, etc.)	Imp. (4-5)	81%	84%	80%	86%	83%	73%	72%	76%	77%	79%	77%	73%
	Sat. (4-5)	54%	46%	50%	76%	53%	49%	60%	63%	65%	73%	41%	36%
	Dissat. (1-2)	14%	17%	15%	11%	15%	8%	12%	24%	4%	4%	22%	45%
2014	Dissat.	16%	24%	15%	15%	14%	9%	10%	6%	3%	8%	16%	17%
Change	Dissat.	-2	-7	--	-4	+1	-1	+2	+18*	+1	-4	+6	+28*

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Seattle	58%	<b>Seattle</b> - They look worn out. The seating is old, unstylish and uncomfortable. The PA system is hard to hear. There is no communication about ferries being late. The bathrooms are poorly maintained.	
Bainbridge	18%	<b>Seattle</b> - There is never enough seating, it's freezing in the winter, and dirty in the bathrooms.	
Kingston	11%	<b>Seattle</b> - The waiting area is cold and seating is very limited	
Anacortes	8%	<b>Bainbridge</b> - Too many beggars, aggressive panhandlers.	
Bremerton	7%	<b>Bainbridge</b> - If the ferry is one of our top tourist attractions it would be nice if were clean.	
		<b>Bainbridge</b> - Never enough seating. Scanning equipment for tickets is to slow. Not enough direction for people with baggage to use certain scanners.	
		<b>Bainbridge</b> - Hard seating. Not enough seating. Tattered seating.	
		<b>Kingston</b> - The waiting area is cold and seating is very limited	
		<b>Anacortes</b> - Terminal is old, crowded. Cold! Long, Long lines to purchase any food.	

Attribute Key Code - 2

# Terminal Staff Helpful, Competent, Knowledgeable



*Dissatisfaction is low on all routes except Inter San Juan Island route (18%), which has a small sample size (n=20).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1586	450	162	37	160	129	61	9	56	258	244	20
Terminal staff is helpful, competent and knowledgeable	Imp. (4-5)	86%	86%	86%	92%	83%	90%	87%	76%	82%	84%	89%	91%
	Sat. (4-5)	67%	61%	62%	78%	72%	68%	80%	52%	75%	76%	70%	73%
	Dissat. (1-2)	8%	8%	10%	5%	6%	10%	8%	0%	9%	4%	7%	18%
2014	Dissat.	8%	10%	10%	6%	7%	8%	8%	0%	1%	8%	9%	0%
Change	Dissat.	--	-2	--	-1	-1	+2	--	--	+8*	-4	-2	+18*

Top 5 Unsatisfactory Terminals	
Seattle	55%
Bainbridge	14%
Fauntleroy	9%
Mukilteo	6%
Edmonds	6%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - Most of the ticket takers are glum. Some, especially the motor ticket takers, are surly.

**Seattle** - They just sit around and never do anything

**Seattle** - Not the least bit customer focused...Union attitude...passengers are just annoyances to them

**Seattle** - They are always talking to each other about personal stuff, lack any sort of friendliness, and make you feel like they are doing you a service by selling you a ticket. That's what happens when you get a union involved.

**Bainbridge** - There is no 'staff' in the terminal building at Bainbridge, so tourists are constantly lost

**Bainbridge** - Disinterest, surely, unpleasant. Have no interest in their jobs with no knowledge of the surrounding areas where they work. Not able to be helpful to passengers. Like it is not part of their job.

**Fauntleroy** - The agent at the ticket sales was grumpy and preoccupied with something (maybe work related?).

**Mukilteo** - never said a word, short gruff answers if asked, no greetings, failure to return greetings, completely ignored my existence

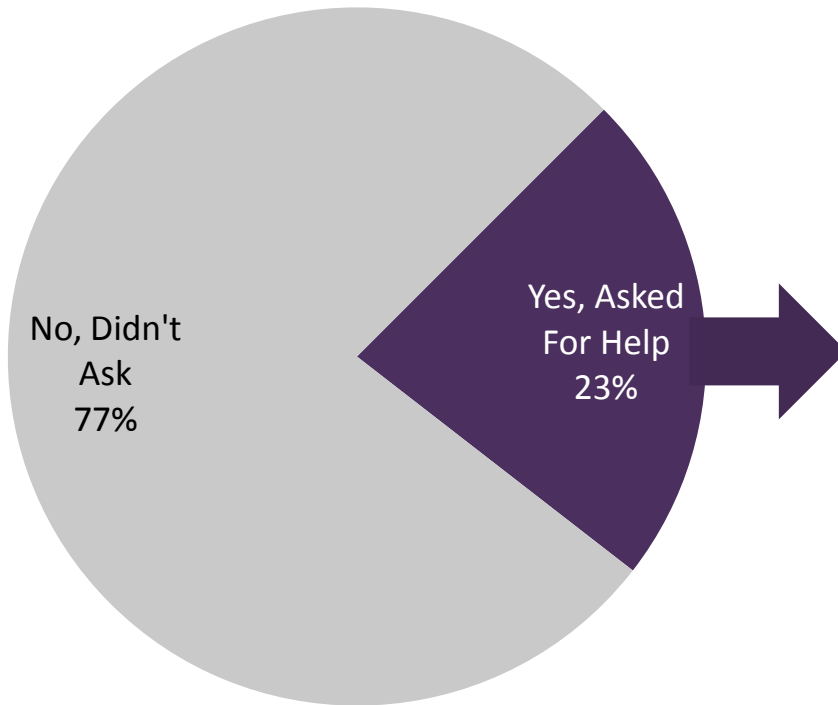
Attribute Key Code - 3

# Help/Assistance From Terminal Staff

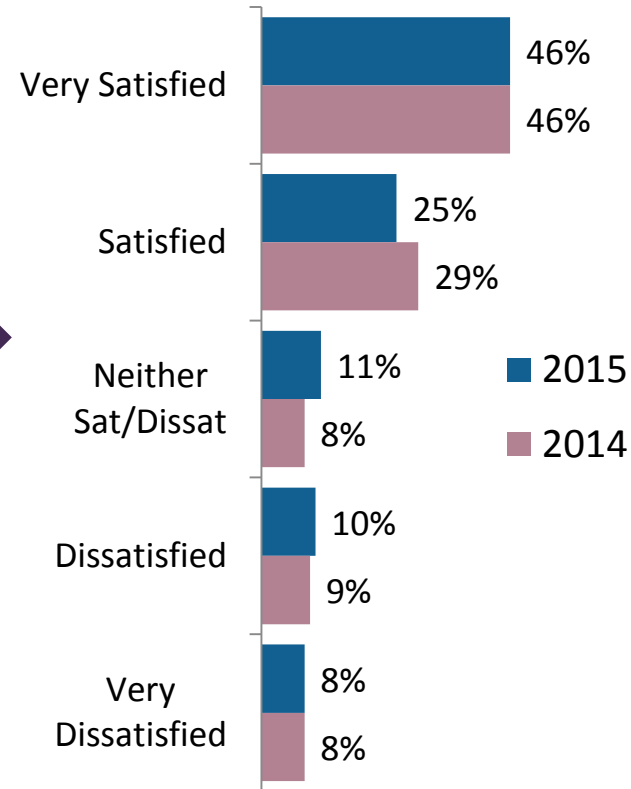


*About one in four riders have asked the terminal staff for help and most (71%) say they are satisfied with the assistance they received. Just under one in five (18%) were dissatisfied with the terminal staff performance.*

## Asked WSF Terminal Staff For Help/Assistance



## Satisfaction With WSF Terminal Staff Help/Assistance(n=583 / 639)



Q32. Did you specifically ask a WSF terminal staff member for help/assistance during the Winter period (December 28<sup>th</sup> 2014 – March 21<sup>st</sup> 2015)?

Q33. How satisfied were you with the help/assistance the WSF terminal staff member gave you?

# Terminal Bathrooms Clean & Well Maintained



*Dissatisfaction is highest for Seattle/Bremerton (41%), followed by Seattle/Bainbridge (29%), Southworth/Vashon (24%; n=9), San Juan Interisland (18%; n=20), and Anacortes/San Juan (17%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1586	450	162	37	160	129	61	9	56	258	244	20
The bathrooms in the terminals are clean and well maintained	Imp. (4-5)	95%	97%	92%	97%	94%	94%	95%	100%	97%	97%	91%	82%
	Sat. (4-5)	55%	40%	38%	78%	67%	71%	73%	52%	85%	75%	49%	45%
	Dissat. (1-2)	21%	29%	41%	11%	12%	2%	5%	24%	0%	8%	17%	18%
2014	Dissat.	21%	32%	28%	12%	15%	5%	11%	6%	4%	8%	17%	8%
Change	Dissat.	--	-3	+13	-1	-3	-3	-6	+18*	-4	--	--	+10*

Top 5 Unsatisfactory Terminals	
Seattle	80%
Bremerton	7%
Bainbridge	4%
Mukilteo	4%
Anacortes	3%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - Seattle bathrooms are not clean and street people are living in there

**Seattle** - I try to never use them, they are scary, dark, and I'm afraid of how unsanitary they are.

**Seattle** - Even on non-rainy days there seems to be problems with puddles on the floor, stall doors aren't always easy to close or, alternately, are hard to keep closed when in use

**Seattle** - Dirt. empty product dispensers (toilet paper, paper towels, soap) filthy walls, toilets. cold water from faucets.

**Seattle** - Bathroom smells of urine, toilet paper on floors. Smell is HORRIBLE! I would rather pee myself than use those bathrooms. I always wait to get onto ferry to use restroom

**Seattle** - Always homeless/heroin junkies in the bathrooms bathing or just occupying stalls for extended periods of time.

**Bremerton** - The restrooms are disgusting and smell foul always.

**Bainbridge** - The toilets were dirty, there were no seat covers, no towels to dry with, or the dryers were not working. There was water standing on the floor.

Attribute Key Code - 4

# Sailing Schedule Coordinated w/Transit



*Dissatisfaction is highest for Anacortes/San Juan Island (27%) and Fauntleroy/Vashon (23%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1368	442	148	25	148	106	45	8	37	236	149	24
WSF sailing schedule is adequately coordinated with transit services available at the terminal	Imp. (4-5)	70%	70%	76%	77%	59%	84%	79%	90%	64%	72%	61%	56%
	Sat. (4-5)	45%	47%	46%	36%	32%	43%	65%	54%	58%	56%	24%	11%
	Dissat. (1-2)	14%	13%	16%	19%	19%	23%	10%	0%	14%	7%	27%	11%
2014	Dissat.	14%	12%	13%	23%	15%	20%	22%	13%	12%	9%	26%	30%
Change	Dissat.	--	+1	+3	-4	+4	+3	-12	-13	+2	-2	+1	-19

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Seattle	50%	<b>Seattle</b> - I had no idea where to get a metro bus with the construction and WSF staff had no idea and no interest what-so-ever											
Edmonds	14%	<b>Seattle</b> - it is difficult to make connecting buses as the ferry arrival can vary 5-10 minutes late or early											
Bremerton	8%	<b>Seattle</b> - Schedule is not in sync with bus services on either side											
Bainbridge	7%	<b>Seattle</b> - The ferries continually run late. Late night mass transit at both Seattle and Bainbridge is sorely lacking.											
Fauntleroy	7%	<b>Edmonds</b> - ferry was late arriving and all trains and busses had left with out me											
		<b>Edmonds</b> - Lack of options throughout the day, especially on trains. Seems to work ok for commuters.											
		<b>Bremerton</b> - On the Bremerton side they aren't there... on the Seattle side I have to hustle just to get to them											

Attribute Key Code - 5

# Adequate Parking Near Terminals



*Dissatisfaction is highest for Fauntleroy/Vashon (46%) and Mukilteo/Clinton (45%), followed by Pt. Defiance/Tahlequah (32%; n=25) and Coupeville/Pt. Townsend (30%; n=37).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1368	442	148	25	148	106	45	8	37	236	149	24
There is adequate parking near the terminals	Imp. (4-5)	76%	69%	66%	84%	88%	81%	80%	51%	80%	88%	79%	78%
	Sat. (4-5)	42%	42%	48%	36%	45%	27%	51%	65%	46%	28%	50%	44%
	Dissat. (1-2)	25%	18%	22%	32%	25%	46%	25%	--	30%	45%	15%	22%
2014	Dissat.	26%	20%	19%	27%	20%	46%	27%	6%	20%	47%	12%	20%
Change	Dissat.	-1	-2	+3	+5*	+5	--	-2	-6	+10*	-2	+3	+3

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Seattle	33%	<b>Seattle</b> - Parking is very limited and cost at many are too high for many riders (difference between passenger fare and parking often is too close to cost of driving over)											
Mukilteo	22%	<b>Seattle</b> - Not clear at all where I can park around the ferry terminal and for how long.											
Bainbridge	19%	<b>Seattle</b> - There is no parking on the Seattle side. The cost of parking on the Bainbridge side incentivizes driving on, especially with Metro's high fares.											
Clinton	11%	<b>Mukilteo</b> - There is almost no overnight parking. We need a monthly parking lot like we had at Rosehill Community Center before it went away.											
Edmonds	11%	<b>Mukilteo</b> - There is basically no parking in Mukilteo for my friends that want to park there and come and visit Whidbey.											
		<b>Bainbridge</b> - Little or not enough parking. Predatory parking enforcement in Bremerton.											
		<b>Bainbridge</b> - lots were full, lines at the pay to park area on Bainbridge non commuter passengers not able to navigate how to pay. Perhaps a pay to park phone app so people can pay while on ferry											
		<b>Clinton</b> - No place to park and if you do you get a ticket											

Attribute Key Code - 6



# Easy Loading/Unloading for Walk-on



*Dissatisfaction is low on all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1368	442	148	25	148	106	45	8	37	236	149	24
WSF provides easy loading and unloading for walk-on passengers	Imp. (4-5)	94%	94%	99%	88%	95%	92%	97%	100%	92%	92%	85%	89%
	Sat. (4-5)	72%	65%	76%	92%	80%	77%	78%	84%	92%	69%	67%	67%
	Dissat. (1-2)	9%	12%	8%	--	4%	9%	7%	--	--	11%	10%	11%
2014	Dissat.	10%	13%	8%	0%	8%	5%	6%	0%	0%	14%	9%	20%
Change	Dissat.	-1	-1	--	--	-4	+4	+1	--	--	-3	+1	-9

Top 5 Unsatisfactory Terminals	
Seattle	54%
Bainbridge	40%
Mukilteo	12%
Bremerton	8%
Clinton	8%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - Turnstiles make it slow and difficult to load.

**Seattle** - Antique, inefficient stupid ramp that can't accommodate more than 4 abreast. Always the last to load.

**Seattle** - The mechanism for moving the ramp in Seattle is outdated and causes delay. The access ramps are too narrow during high commute periods. The turnstiles in Seattle create congestion.

**Seattle** - Too many people trying to travel too narrow gate/ramp/corridor. Seattle card readers are very slow.

**Bainbridge** - Both facilities are out dated. The ramp is too narrow to accommodate the number of people that now ride the ferries. It may have worked in the 1950s when the building was first built, but not for today's Jumbo ferries.

**Bainbridge** - Difficult walk from entry to boat at Bainbridge. Very inconvenient entry from Alaska Way to Seattle terminal with all the construction

**Bainbridge** - On Bainbridge, slower walkers are 'stampeded' when unloading during peak times, but if you aren't able to RUN you will usually miss bus connections.

**Bremerton** - No place to sit and wait like on the Seattle side

Attribute Key Code - 7

# Passenger Loading Efficient



*Dissatisfaction is low on all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1368	442	148	25	148	106	45	8	37	236	149	24
WSF walk-on passenger loading procedures are efficient	Imp. (4-5)	93%	93%	97%	84%	93%	94%	98%	90%	92%	92%	83%	89%
	Sat. (4-5)	72%	65%	74%	92%	83%	77%	71%	67%	92%	72%	65%	78%
	Dissat. (1-2)	9%	12%	11%	4%	3%	9%	8%	--	--	10%	8%	--
2014	Dissat.	8%	9%	11%	2%	4%	7%	6%	0%	2%	12%	7%	20%
Change	Dissat.	+1	+3	--	+2	-1	+2	+2	--	-2	-2	+1	-20

Top 5 Unsatisfactory Terminals	
Seattle	57%
Bainbridge	37%
Mukilteo	13%
Bremerton	12%
Clinton	6%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - The walkways on both sides are too narrow to handle the commuter rush hours and poorly equipped to assist people with disabilities, strollers or luggage.

**Seattle** - I don't know why it's so excruciating to get on the boat at night in Seattle but not in the morning (7:05) in Bainbridge Island. Maybe it's because of the turnstiles. I wish there were an Orca pass only turnstile

**Seattle** - Usually the bicycles and motorcycles are fully loaded before walk on are allowed on. Some times cars as well. It should be much easier and quicker to load people but for some reason it never is.

**Seattle** - Multiple ticket turnstile lanes are often closed for no clear reason, causing a big 'crush' to get onto the boat at peak times.

**Bainbridge** - It simply takes too long for 500 passengers to load and unload, given the size of the walkways.

**Bainbridge** - Ramps are too small

**Mukilteo** - Overhead passenger loading ramp is needed to accommodate the longer loading time required

Attribute Key Code - 8

# Passenger Unloading Efficient



*Dissatisfaction is low on all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1368	442	148	25	148	106	45	8	37	236	149	24
WSF walk-on passenger unloading procedures are efficient	Imp. (4-5)	92%	92%	95%	84%	94%	95%	95%	90%	92%	92%	84%	89%
	Sat. (4-5)	73%	64%	79%	92%	82%	79%	80%	67%	92%	75%	67%	78%
	Dissat. (1-2)	9%	14%	7%	4%	5%	7%	2%	0%	0%	8%	7%	0%
2014	Dissat.	8%	11%	9%	0%	3%	7%	8%	7%	0%	10%	8%	10%
Change	Dissat.	+1	+3	-2	+4	+2	--	-6	-7	--	-2	-1	-10

Top 5 Unsatisfactory Terminals	
Seattle	55%
Bainbridge	48%
Mukilteo	10%
Bremerton	10%
Clinton	5%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - Walkways too narrow and the process is to slow.

**Seattle** - This for cars/bikes. Passengers are constantly warned about '2 minute warnings' and yet, when ferry staff change shift, staff dawdle across the car deck, holding conversations and generally holding up the flow of off-loading.

**Seattle** - Bottleneck of loading bridge to ferry which loads 2-3 people at a time is horribly inefficient. Not adequate seating to wait for ferry.

**Seattle** - The delays getting a full boat unloaded are staggering. At one point the system planned for two points of exit but never implemented it

**Bainbridge** - Walkways too narrow and the process is to slow.

**Bainbridge** - Getting up to 2500 people on or off the ferry with a small width plank the can allow 2 to 3 people wide is not efficient. A new passenger loading system that actually works should be thought up and implemented.

**Bainbridge** - There's a lot of pushing. Children tend to get separated from parents.

Attribute Key Code - 9

# Toll Booth Staff is Friendly



*Dissatisfaction is low on all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF toll booth staff is friendly, courteous and polite	Imp. (4-5)	91%	88%	90%	94%	92%	87%	95%	76%	100%	93%	93%	90%
	Sat. (4-5)	84%	82%	86%	90%	86%	72%	92%	100%	88%	87%	76%	67%
	Dissat. (1-2)	4%	5%	2%	--	3%	6%	2%	--	8%	3%	7%	10%
2014	Dissat.	4%	5%	3%	0%	3%	5%	5%	6%	4%	3%	3%	5%
Change	Dissat.	--	--	-1	--	--	+1	-3	-6	+2	--	+4	+5*

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Seattle	41%	<b>Seattle</b> - Slow employees who could care less about their job											
Mukilteo	15%	<b>Seattle</b> - The Seattle staff have some members who are just grumpy or appear completely bored--can't get a response to 'Good afternoon!' for love nor money.											
Anacortes	13%	<b>Seattle</b> - Some don't acknowledge me/us even if we speak to them. Some are extremely slow.											
Bainbridge	10%	<b>Seattle</b> - At times barely an acknowledgement that you are there. If you don't like working the booth then quit.											
Edmonds	9%	<b>Mukilteo</b> - Staff at Mukilteo booths are really grumpy, and usually not very pleasant.											
		<b>Anacortes</b> - Very negative about reservation system and how it will work during busy season. I was told that it would not alleviate the need to arrive multiple hours early for sailings. This individual was not at all supportive of the program.											
		<b>Bainbridge</b> - Toll booth workers take their sweet time...absolutely no sense of urgency											

# Buying Tickets is Easy and Quick



*Dissatisfaction is highest for Fauntleroy/Vashon (19%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF makes buying tickets easy and quick	Imp. (4-5)	94%	93%	92%	94%	94%	96%	95%	100%	94%	95%	96%	95%
	Sat. (4-5)	81%	78%	85%	83%	86%	61%	84%	100%	83%	84%	71%	67%
	Dissat. (1-2)	6%	5%	3%	6%	5%	19%	6%	--	4%	6%	11%	10%
2014	Dissat.	5%	5%	3%	7%	4%	14%	4%	0%	6%	5%	3%	0%
Change	Dissat.	+1	--	--	-1	+1	+5	+2	--	-2	+1	+8	+10*

Top 5 Unsatisfactory Terminals	
Seattle	22%
Fauntleroy	20%
Mukilteo	15%
Anacortes	11%
Bainbridge	10%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - Slow processing many times cars sit chatting when there is a very long line waiting to go through.

**Seattle** - Despite 3 lanes you wait and wait.. VERY VERY SLOW processing of each car

**Fauntleroy** - Too small - long term construction contributes

**Fauntleroy** - Granted there is construction now. there needs to be a lane or system setup so those of us with pre-paid tickets can get through the ticket booth and not wait in line behind those who have not bought a ticket yet.

**Mukilteo** - Need lines for all those who have tickets verses those purchasing. Had machines that used to be at booths that could swipe cards. Taped them over after a few weeks and no longer use

**Mukilteo** - The wait in the ferry line in Mukilteo is very long on Thursdays and Fridays. The wait in Pt. Townsend is sometimes bad and it isn't clear that if you have a reservation you can drive around the cars in line.

**Anacortes** - Well, I do not like the reservations situation at all. and I think some of the people should learn how to be nice. 'treat people the way you would like to be treated'

**Bainbridge** - Signage is inadequate and hard to read from a distance. Pricing should be a rounder number. The small vehicle fair makes no sense.

Attribute Key Code - 11

# Efficiently Process Vehicles



*Dissatisfaction is highest for Fauntleroy/Vashon (34%), Anacortes/San Juan Island (27%), and Southworth/Vashon (24%; n=9).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF efficiently processes vehicles through ticket lanes	Imp. (4-5)	96%	95%	96%	96%	98%	97%	96%	88%	96%	97%	97%	95%
	Sat. (4-5)	69%	65%	83%	65%	71%	41%	69%	65%	78%	78%	46%	52%
	Dissat. (1-2)	12%	13%	6%	12%	11%	34%	14%	24%	6%	5%	27%	19%
2014	Dissat.	11%	11%	10%	9%	8%	32%	9%	6%	7%	7%	10%	10%
Change	Dissat.	+1	+2	-4	+3	+3	+2	+5*	+18*	-1	-2	+17	+9*

Top 5 Unsatisfactory Terminals	
Seattle	33%
Fauntleroy	21%
Anacortes	16%
Edmonds	12%
Bainbridge	11%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - Slow processing many times cars sit chatting when there is a very long line waiting to go through.

**Seattle** - Too much backup in peak times. I usually avoid peak times. I generally walk-on

**Seattle** - Missed too many boats because of waits at the tollbooth. Whenever there is more than one booth open, one of them should be restricted to pre-purchased tickets/ORCA.

**Fauntleroy** - Traffic direction people are not consistent - some are great at moving people through to load the boat and others don't seem to understand what they are supposed to be doing

**Fauntleroy** - We should be able to drive around the toll booth when we already possess a ticket. We used to be able to do that at Fauntleroy for the Vashon ferry. There is always a bottle neck at the toll booth waiting for people who are buying tickets.

**Anacortes** - Reservation system causes backup at Anacortes Ferry Terminal. Need much improved system.

**Edmonds** - old, slow system, sometimes by agents not interested in process

Attribute Key Code - 12

# Vehicle Loading Crew Friendly



*Dissatisfaction is low for all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF vehicle loading crew is friendly, courteous and polite	Imp. (4-5)	87%	84%	86%	90%	85%	87%	96%	65%	92%	90%	89%	81%
	Sat. (4-5)	70%	70%	68%	75%	73%	66%	67%	65%	88%	69%	60%	67%
	Dissat. (1-2)	6%	6%	5%	6%	3%	9%	9%	12%	5%	7%	10%	10%
2014	Dissat.	9%	8%	7%	5%	9%	9%	4%	6%	7%	10%	13%	10%
Change	Dissat.	-3	-2	-2	+1	-6	--	+5*	+6*	-2	-3	-3	--

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Seattle	30%	<b>Seattle</b> - They act like all drivers should already know how to load/unload...luckily I do, but I've seen workers downright abusive to drivers who get confused											
Clinton	17%	<b>Seattle</b> - Zero customer service, get extremely irritated if anyone does not understand the parking directions.											
Mukilteo	16%	<b>Seattle</b> - A blank stare is not useful as a communication tool.											
Fauntleroy	13%	<b>Seattle</b> - I am not sure whether you consider the folks who direct traffic from the parking lot on the vessel part of the loading crew but there are a couple of them on the Seattle side who are rude and unhelpful on a regular basis.											
Anacortes	12%	<b>Clinton</b> - The deck hands / loading crew are often surly and short of patience with passengers, often yelling at them. Happens a lot!											
		<b>Clinton</b> - Numerous occasions with colleagues where loading a lower suspension car has been a hassle, often met with rude comments and instruction by the ferry loaders											
		<b>Mukilteo</b> - Not all staff gives clear loading directions and if a driver misunderstands, the staff reaction is unpleasant.											
		<b>Mukilteo</b> - They are rude and act like they hate there job											

Attribute Key Code - 13

# Vehicle Loading Efficient



*Dissatisfaction is highest for routes Fauntleroy/Southworth (24%), Fauntleroy/Vashon (18%), and Anacortes/San Juan Island (16%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF vehicle loading procedures are efficient	Imp. (4-5)	95%	92%	97%	94%	97%	95%	97%	76%	94%	96%	95%	100%
	Sat. (4-5)	71%	73%	72%	64%	75%	57%	61%	88%	84%	75%	58%	67%
	Dissat. (1-2)	9%	5%	11%	11%	7%	18%	24%	12%	6%	7%	16%	19%
2014	Dissat.	9%	5%	8%	10%	9%	14%	10%	6%	6%	9%	17%	19%
Change	Dissat.	--	--	+3	+1	-2	+4	+14*	+6*	--	-2	-1	--

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Seattle	26%	<b>Seattle</b> - Reconstruction at terminal makes it hard to know where to go. Still, the actual ferry loading after till booth is pretty consistent	
Fauntleroy	20%	<b>Seattle</b> - there are no adequate procedure. Every loading, the staff makes it up	
Anacortes	13%	<b>Seattle</b> - Can't figure out why the tunnel is sometimes not loaded, or loaded late, or emptied first, or half emptied. Sometimes makes unnecessary delays	
Bainbridge	12%	<b>Fauntleroy</b> - Some crews are great, others are confusing, making cars from the left lane cross over to the right etc.	
Mukilteo	12%	<b>Fauntleroy</b> - Can't access terminal while waiting in line for long periods	
		<b>Fauntleroy</b> - Hand signals are difficult to see and understand clearly. Crew gets lazy.	
		<b>Anacortes</b> - unclear hand signals, unfriendly looks, inconsiderate for positioning of car between trucks, too much time idling while waiting for alternating lines	
		<b>Bainbridge</b> - Loading/Unloading should be first on-first off. The staff usually unload the entire middle section of the boat, even though the vehicles near the back were the last to arrive and be loaded.	

Attribute Key Code - 14



# Loads Ferries to Capacity



*Dissatisfaction is highest for Fauntleroy/Vashon (16%), San Juan Inter Island (14%; n=37), and Fauntleroy/Southworth (16%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF loads ferries to capacity with little room between vehicles	Imp. (4-5)	87%	87%	79%	89%	88%	89%	81%	100%	92%	89%	88%	90%
	Sat. (4-5)	71%	70%	73%	66%	76%	63%	64%	76%	81%	73%	66%	57%
	Dissat. (1-2)	9%	9%	7%	5%	8%	13%	16%	12%	8%	8%	9%	14%
2014	Dissat.	7%	6%	3%	4%	5%	12%	11%	0%	2%	11%	8%	5%
Change	Dissat.	+2	+3	+4	+1	+3	+1	+5*	+12*	+6*	-3	+1	+9*

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Seattle	33%	<b>Seattle</b> - It is only rarely that a ferry worker makes sure the vehicles are closely parked on the boat.											
Edmonds	18%	<b>Seattle</b> - Yes on time departure is important however leaving cars on dock with room available is highly annoying											
Bainbridge	17%	<b>Seattle</b> - While space should be maximized, I am concerned about the actual safety and space to maneuver in the event of an emergency.											
Mukilteo	15%	<b>Edmonds</b> - Inconsistency between crews and methods. Some crews get the most vehicles possible per capacity sailing and other crews leave gaps (particularly toward the rear of the vessel)											
Kingston	14%	<b>Edmonds</b> - loading the ferries with less room between vehicles means more cars get on the ferry and waits are reduced											
		<b>Bainbridge</b> - Often times they load as quickly as possible and then you can miss a ferry because there's not enough space from the randomized assortment.											
		<b>Bainbridge</b> - Some people just park where they feel on the sides. Can totally see getting more vehicles onto congested boats if there was more guidance at peak times											
		<b>Mukilteo</b> - Some of the workers seem to be satisfying a boredom problem and don't really pay attention											

Attribute Key Code - 15

# Vehicle Loading Crews Provide Clear Directions



*Dissatisfaction is highest for San Juan interisland (29; n=37), Fauntleroy/Vashon (22%), and Fauntleroy/Southworth (22%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF vehicle loading crews provide clear directions / hand signals	Imp. (4-5)	95%	93%	93%	96%	97%	96%	99%	100%	98%	95%	95%	100%
	Sat. (4-5)	61%	64%	65%	49%	69%	46%	59%	41%	77%	56%	52%	57%
	Dissat. (1-2)	15%	13%	11%	13%	13%	22%	22%	12%	5%	18%	20%	29%
2014	Dissat.	13%	8%	9%	11%	11%	18%	15%	11%	11%	19%	18%	29%
Change	Dissat.	+2	+5	+2	+2	+2	+4	+7*	+1	-6	-1	+2	--

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Seattle	26%	<b>Seattle</b> - the signals are clear enough, just not thorough enough -- they should really pack the boat to capacity.											
Bainbridge	20%	<b>Seattle</b> - Our family has a joke that ferry staff need to take special 'unclear hand gesture' classes. The instructions on the Vashon ferry (with complex loading and unloading) are particularly unclear and confusing if you're not a 'regular.'											
Mukilteo	20%	<b>Seattle</b> - Lack of clear directions. Staff need to be close to the loading lanes and be very clear with hand directions. Loading between the pillars in Seattle is problematic, as the cars move those in back cannot see the ferry attendant.											
Clinton	15%	<b>Bainbridge</b> - Excessive waving/one hand doing one gesture and the other contradicting...											
Edmonds	15%	<b>Bainbridge</b> - I think the loading crew get tired, but sometimes it's dangerous. They'll stand right in front of the car, then signal you to move forward. Well, you can't, because you'd run them over!											
		<b>Mukilteo</b> - Mukilteo loading area is a disaster. it may eventually be fixed, but until then the workers need to be extra diligent and coordinated .											

# Unloading Crews are Friendly



*Dissatisfaction is low across all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF vehicle unloading crew is friendly, courteous and polite	Imp. (4-5)	86%	83%	88%	89%	86%	84%	93%	41%	87%	87%	87%	90%
	Sat. (4-5)	78%	78%	79%	77%	78%	75%	88%	76%	92%	77%	72%	81%
	Dissat. (1-2)	3%	3%	5%	2%	3%	3%	2%	--	4%	4%	5%	0%
2014	Dissat.	3%	2%	4%	1%	3%	3%	1%	0%	4%	5%	5%	0%
Change	Dissat.	--	+1	+1	+1	--	--	+1	--	--	-1	--	--

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Seattle	34%	<b>Seattle</b> - Crew on dock not attentive to vehicles coming off the boat. Unclear directions about which way to exit. Random directions given to drivers about direction to exit; that backs up traffic and slows unloading.											
Mukilteo	19%	<b>Seattle</b> - No one is friendly, courteous OR polite. Just getting the job done which I think everyone has come to expect.											
Bainbridge	18%	<b>Seattle</b> - It varies -- recently some crew have been very brisk. Several times recently crew have not been in position to begin offloading efficiently -- they are talking with each other.											
Clinton	17%	<b>Seattle</b> - They are rude and unload in the middle by who knows you if they don't know you they make you wait I've been 6 the car on the boat and last car off the boat											
Kingston	16%	<b>Mukilteo</b> - No eye contact, no smiling.											
		<b>Mukilteo</b> - On boat directions are unclear.											
		<b>Bainbridge</b> - They seem to feel we the customers are there to serve them and not the opposite											
		<b>Bainbridge</b> - Loading and unloading are not logical. You can be loaded as one of the first to arrive but get unloaded out of sequence.											

Attribute Key Code - 17

# Vehicle Unloading Procedures Efficient



*Dissatisfaction is highest for Southworth/Vashon (24%; n=9) and Inter San Juan Island (14%; n=37), but both have small sample sizes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF vehicle unloading procedures are efficient	Imp. (4-5)	94%	93%	95%	94%	96%	93%	96%	88%	94%	94%	94%	100%
	Sat. (4-5)	76%	72%	79%	64%	81%	68%	85%	65%	87%	79%	66%	76%
	Dissat. (1-2)	8%	9%	8%	15%	8%	11%	3%	24%	2%	3%	9%	14%
2014	Dissat.	7%	7%	7%	9%	5%	9%	4%	0%	6%	6%	9%	5%
Change	Dissat.	+1	+2	+1	+6*	+3	+2	-1	+24*	-4	-3	--	+6*

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Seattle	45%	<b>Seattle</b> - I know there is an art to balancing loads, however some criteria should be followed regarding the order of arrival in the offloading.	
Bainbridge	25%	<b>Seattle</b> - Unloading order seems to be random - sometimes they take all the middle, sometimes only a few middle front cars and then the whole sides before the upper decks, sometimes uppers first. Hard to predict when you'll get off.	
Kingston	24%	<b>Seattle</b> - there is no consistency in utilization of efficient and orderly unloading.	
Edmonds	19%	<b>Seattle</b> - Very inconsistent, sometimes unload tunnel first, which is not a fair way of off loading first on board, first off. Also, semi trucks and all over size vehicles should be last off because the roads get congested with big rigs.	
Fauntleroy	12%	<b>Seattle</b> - First on, First off. Crews are forgetting this, or disregarding this. It's not that hard to do. the 4:50 Bremerton to Seattle crew is excellent at this.	
		<b>Bainbridge</b> - There is inconsistency in the unloading procedures for the tunnel on the Bainbridge run. Sometimes the entire tunnel unloads before the wings regardless of boarding order	
		<b>Bainbridge</b> - Unloading does not always occur in a 'first on, first off' manner.	

Attribute Key Code - 18

# Vehicle Unloading Crews Provide Clear Directions



*Dissatisfaction is low across all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2130	442	133	53	259	192	81	9	62	443	419	37
WSF vehicle unloading crews provide clear directions and/or hand signals	Imp. (4-5)	93%	91%	93%	94%	95%	92%	96%	100%	94%	93%	94%	95%
	Sat. (4-5)	77%	80%	77%	68%	80%	71%	79%	76%	87%	74%	69%	81%
	Dissat. (1-2)	5%	4%	4%	9%	6%	4%	6%	12%	3%	5%	7%	5%
2014	Dissat.	4%	2%	3%	4%	4%	4%	0%	6%	6%	6%	6%	10%
Change	Dissat.	+1	+2	+1	+5*	+2	--	+6*	+6*	-3	-1	+1	-5

Top 5 Unsatisfactory Terminals	
Seattle	33%
Edmonds	24%
Kingston	21%
Bainbridge	17%
Mukilteo	16%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Seattle** - Individual employees often conflict with each other during loading/unloading. Not that big a deal except sometimes an employee will take it out on a driver.

**Seattle** - Ferry workers clearly take special classes on 'confusing hand gestures.'

**Seattle** - No signals at times

**Seattle** - Basically stand by and do nothing.

**Edmonds** - Unloading is easier. People are just waiting to get the signal to 'go'. However one area that causes problems is when you are parked on the ramp and have a wedge put under your tire.

**Edmonds** - Unloading they often don't even give signals. They also stand way too close to the traffic lanes.

**Kingston** - load crew don't interface for the most part just point mindlessly!

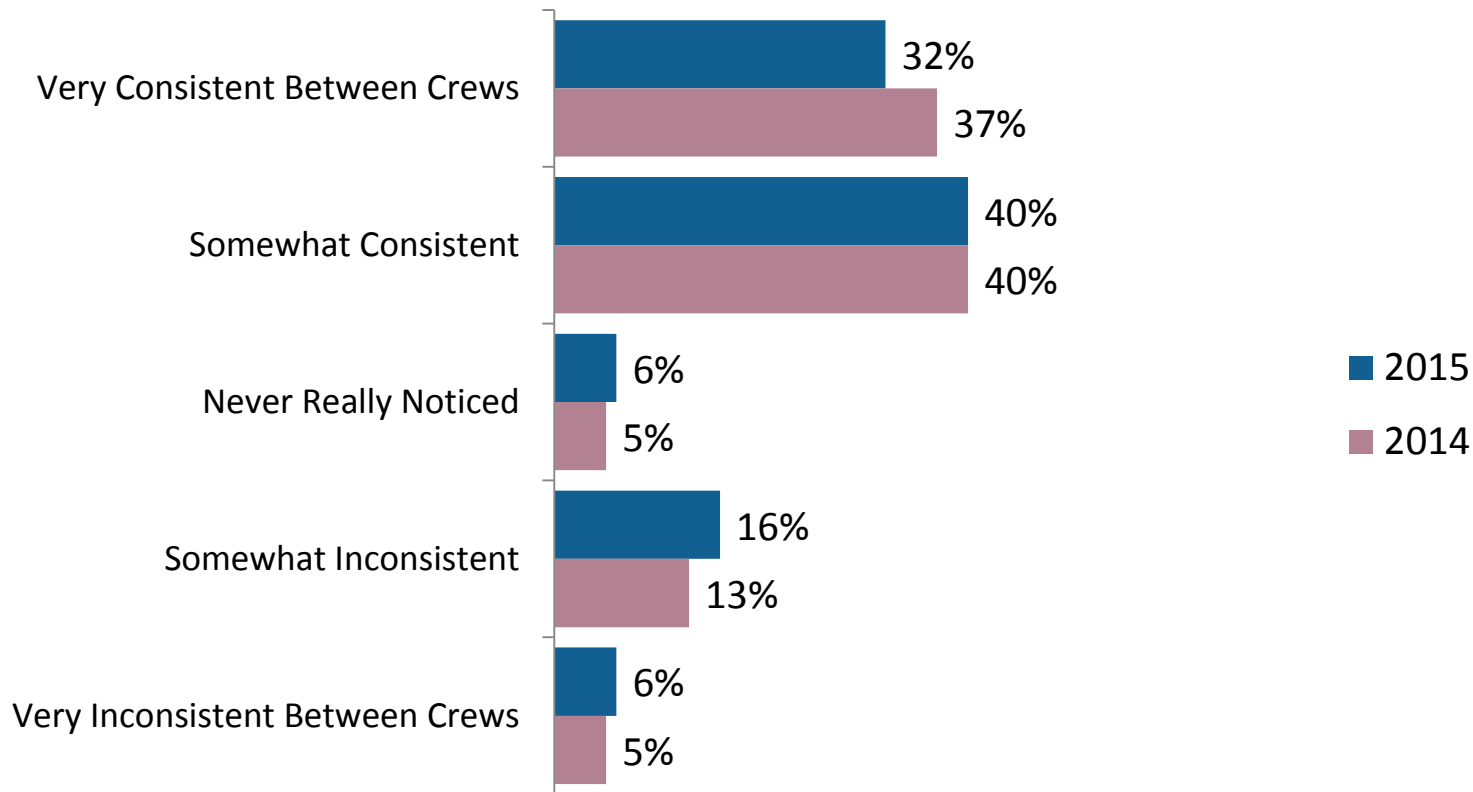
**Kingston** - Sometimes hand signals are ambiguous.....or are given at the last second.

# Consistent Hand Signals/Directions



*Most riders (72%) say the loading/unloading crews hand signals/directions are consistent across crews. About one in five (22%) say they are not consistent.*

## Consistency of Hand Signals Asked Of Vehicle Drivers Only (n=2130 / 2956)



Q97. (ASKED OF VEHICLE DRIVERS ONLY) How would you rate the consistency of the vehicle loading/unloading hand signals/directions you get from the different ferry/dock crews?

# Passenger Seating Areas Clean and Comfortable



*Dissatisfaction is highest for Seattle/Bremerton (15%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2269	510	188	52	261	178	88	14	69	432	442	35
The ferry passenger seating areas are clean and comfortable (seating, temperature, etc.)	Imp. (4-5)	95%	96%	96%	89%	96%	93%	96%	94%	97%	94%	95%	100%
	Sat. (4-5)	77%	72%	62%	92%	82%	85%	83%	97%	89%	86%	67%	85%
	Dissat. (1-2)	5%	6%	15%	2%	4%	2%	2%	--	1%	2%	8%	--
2014	Dissat.	5%	5%	14%	1%	3%	1%	4%	0%	0%	2%	9%	5%
Change	Dissat.	--	+1	+1	+1	+1	+1	-2	--	+1	--	-1	-5

Top 5 Unsatisfactory Vessels	
Wenatchee	27%
Puyallup	23%
Kitsap	19%
Kaleetan	17%
Cathlamet	10%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Wenatchee** - Many tears in Seats. Filthy windows. Water fountains that are broken for weeks or months on end.

**Wenatchee** - There are messes that go days without being cleaned up on tables and seats. Mud, food, etc.

**Wenatchee** - The seating areas need to be cleaned more thoroughly. The vessels need to be repainted and washed.

**Puyallup** - The ferries are terribly dirty. The walls have smudges and grime dripping down them. There is often trash sitting around the elevator area. The seats are filthy and ripped.

**Puyallup** - Seats are dirty and torn no one should put feet on seats Trains do not allow this nor should you

**Puyallup** - Passengers areas are too hot and stuffy

**Kitsap** - Usually heat is off or just blowing cool air.

**Kitsap** - Climate control is poor at best, and very inconsistent. Some mornings they don't even seem to turn the heat on!

Attribute Key Code - 20

# Ferries Bathrooms are Clean/Maintained



*Dissatisfaction is highest for Seattle/Bremerton (20%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2269	510	188	52	261	178	88	14	69	432	442	35
The bathrooms on the ferries are clean and well maintained	Imp. (4-5)	96%	96%	96%	94%	98%	94%	97%	100%	98%	96%	97%	100%
	Sat. (4-5)	70%	66%	55%	92%	72%	79%	70%	67%	88%	77%	60%	70%
	Dissat. (1-2)	10%	11%	20%	0%	8%	2%	10%	--	0%	8%	11%	0%
2014	Dissat.	8%	8%	19%	0%	7%	3%	6%	0%	2%	8%	12%	10%
Change	Dissat.	+2	+3	+1	--	+1	-1	+4	--	-2	--	-1	-10

Top 5 Unsatisfactory Vessels	
Wenatchee	23%
Puyallup	21%
Kitsap	18%
Kaleetan	15%
Cathlamet	10%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Wenatchee** - The restrooms are grimy and disgusting. The walls look like someone had a food fight. Doors are often broken. Faucets broken. The areas around the sinks have standing water.

**Wenatchee** - The bathroom floors and material are so old that even when 'clean' they look dirty. There are some mates that put flowers in the women's restrooms on the BI/SEA run and that is a very nice touch.

**Wenatchee** - The stalls are dirty, the hand wash area is consistently out of paper towels or soap.

**Puyallup** - Half of restroom always closed. Poorly maintained and unclean.

**Puyallup** - Bathrooms always stink inside and out, and they leave the doors open so odors and flushing noises emit into the passenger areas. Urinals are unsanitary and offensive like a horse barn. Not suitable for children.

**Kitsap** - Consistently mops, brooms, and other cleaning gear are left haphazardly in the restrooms, often in plain view of gear lockers. The ugly industrial fan adds to the ambiance.

**Kitsap** - Dirty mops, toilet bowl cleaning brushes and brooms openly displayed in bathrooms. This is a filthy problem and possibly could spread disease. WSF should follow Center of Disease Control rules for all passenger vessels

Attribute Key Code - 21



# Vessels are Well Maintained/Safe



*Dissatisfaction is highest for routes Anacortes/San Juan Island (21%), Seattle/Bremerton (15%), and Mukilteo/Clinton (15%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2269	510	188	52	261	178	88	14	69	432	442	35
WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered)	Imp. (4-5)	95%	95%	95%	93%	95%	96%	97%	100%	98%	93%	95%	95%
	Sat. (4-5)	67%	67%	60%	88%	72%	78%	74%	80%	92%	61%	51%	60%
	Dissat. (1-2)	11%	11%	15%	2%	8%	6%	11%	0%	1%	15%	21%	10%
2014	Dissat.	8%	8%	16%	0%	6%	4%	3%	5%	3%	6%	23%	33%
Change	Dissat.	+3	+3	-1	+2	+2	+2	+8*	-5	-2	+9	-2	-23

Top 5 Unsatisfactory Vessels		Example of Verbatim Complaints – (complete sorted verbatims in separate document)											
Chelan	19%	<b>Chelan</b> - It's so rusty and beaten up looking wonder if I should have my own inflatable boat with me when I use it.											
Wenatchee	19%	<b>Chelan</b> - The Chelan is rusty and the stairwells are dark and appear dirty.											
Puyallup	16%	<b>Chelan</b> - It is covered in rust. It looks horrible. It definitely does not look well maintained.											
Kitsap	11%	<b>Wenatchee</b> - Due to the breakdowns last season i feel like we are always one step away from disaster											
Kaleetan	10%	<b>Wenatchee</b> - Look like rust buckets. Both interior and exterior maintenance is way over due. 2000 passengers and 200 plus vehicles on the 7:05 commuter ferry from BI is a terrorist's dream											
		<b>Wenatchee</b> - The paint is peeling, the rudder vibrates on turns, as mentioned earlier the seats are disgusting.											
		<b>Puyallup</b> - When a tourist looks at the boat, they see it as run-down. Seats never get wiped down, exterior windows stay covered in bird droppings for weeks, bathrooms are putrid...all the while, the poor crew is constantly fixing/working on the floors.											
		<b>Puyallup</b> - Maintenance of both inside and outside areas is below minimum standards.											

Attribute Key Code - 22

# Vessel Crew is Friendly



*Dissatisfaction is low across all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1004	187	87	28	119	92	52	5	29	177	200	28
WSF vessel crew is friendly, courteous and polite	Imp. (4-5)	96%	97%	96%	97%	95%	94%	95%	80%	96%	97%	97%	100%
	Sat. (4-5)	86%	90%	85%	89%	84%	81%	86%	100%	96%	84%	81%	88%
	Dissat. (1-2)	3%	3%	4%	0%	2%	1%	5%	--	4%	5%	4%	6%
2014	Dissat.	4%	2%	7%	0%	5%	5%	6%	0%	8%	5%	6%	0%
Change	Dissat.	-1	+1	-3	--	-3	-4	-1	--	-4	--	-2	+6*

Top 5 Unsatisfactory Vessels		Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Kaleetan	13%	<b>Kaleetan</b> - Generally rude...snobby... Like I'm wasting their time and they would rather be anyplace else.	
Kitsap	13%	<b>Kaleetan</b> - Some of the car deck crew are very rude when requesting you to move your bike and inconsistent with where they want your bike placed. It's no fun being yelled at.	
Wenatchee	9%	<b>Kitsap</b> - Crew is fat, overpaid and lazy	
Kittitas	8%	<b>Wenatchee</b> - Again, they treat us like annoyances or interruptions for the most part...there are a few individuals who are exceptions and they stand out because everyone else is so terrible	
Chelan	7%	<b>Chelan</b> - Friendly and polite behaviors are not seen or demonstrated	

Attribute Key Code - 23

# Vessel Crew is Helpful



*Dissatisfaction is low across all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1004	187	87	28	119	92	52	5	29	177	200	28
The WSF vessel crew is helpful, competent and knowledgeable	Imp. (4-5)	96%	98%	95%	100%	94%	98%	96%	80%	96%	96%	98%	100%
	Sat. (4-5)	84%	86%	82%	85%	84%	80%	89%	100%	96%	83%	80%	81%
	Dissat. (1-2)	4%	4%	7%	4%	5%	1%	5%	0%	4%	3%	5%	6%
2014	Dissat.	4%	3%	7%	0%	3%	6%	5%	10%	6%	4%	5%	0%
Change	Dissat.	--	+1	--	+4	+2	-5	--	-10	-2	-1	--	+6*

Top 5 Unsatisfactory Vessels	
Kaleetan	14%
Spokane	12%
Puyallup	10%
Kittitas	9%
Evergreen State	8%

## Example of Verbatim Complaints – (complete sorted verbatims in separate document)

**Kaleetan** - Ferry staff are polite and competent, but they don't enforce the rules like they should. Use the State Police on board to back them up if necessary.

**Kaleetan** - The first mate on board the 6:20 ferry is not proficient in the English language and his announcements are extremely difficult to understand. He does not enunciate or speak clearly when making announcements.

**Spokane** - Load/unload vanpools 1st! without making up excuses as to why you should load them to the side because we know that is a made up policy etc. WSF should make it a policy to load/unload vanpools 1st every time for every crew!

**Spokane** - I've seen multiple ferry workers look at their cell phones instead of directing vehicles.

**Puyallup** - crew hand signals are inconsistent among crew leading to confusion as where they want me to drive. Some crew members barely move their hands. All get irritated if you can't figure out what they want.

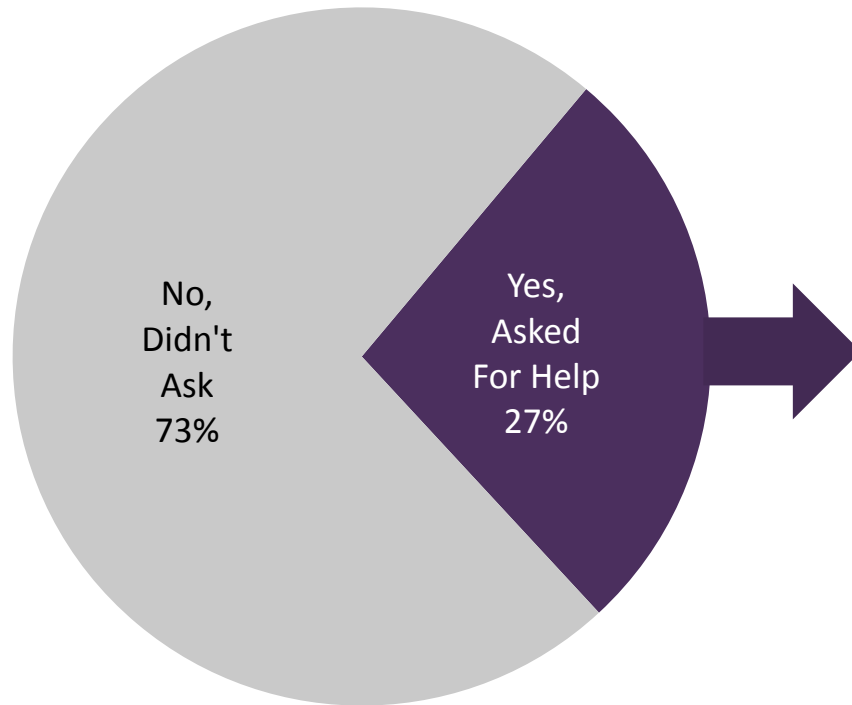
**Kittitas** - Dame as above. Inconsistent in loading and unloading. Not very clear and somewhat dangerous wanting me to drive right behind a car that is stopping on the upper ramp and has not cleared. I could load myself better and safer.

# Help/Assistance From Vessel Staff

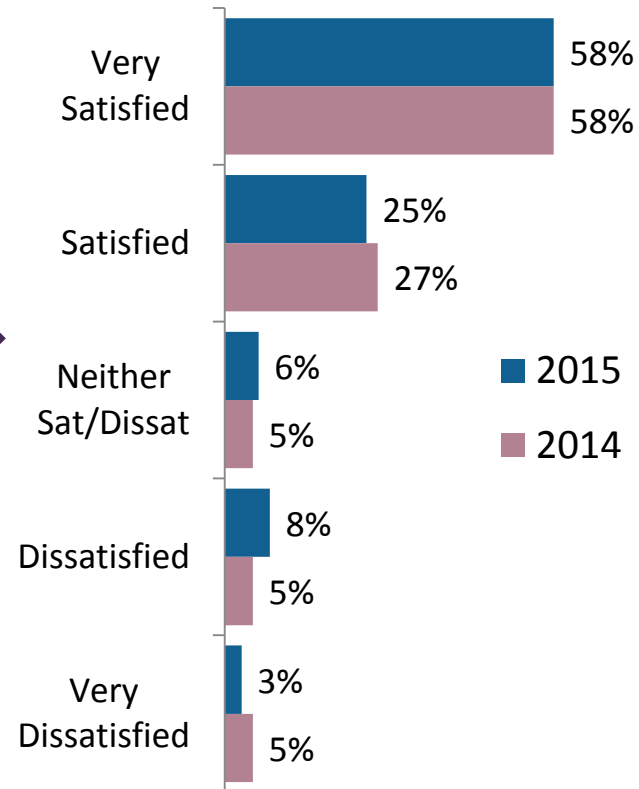


*About three in ten riders have asked the vessel staff for help and most (83%) were satisfied with the assistance the received. Just over one in ten (11%) were not satisfied.*

**Asked WSF Vessel Staff For Help/Assistance**



**Satisfaction With WSF Vessel Staff Help/Assistance(n=274 / 404)**



Q123. Did you specifically ask a WSF vessel staff member for help/assistance during the Winter period (December 28<sup>th</sup> 2014 – March 21<sup>st</sup> 2015)?

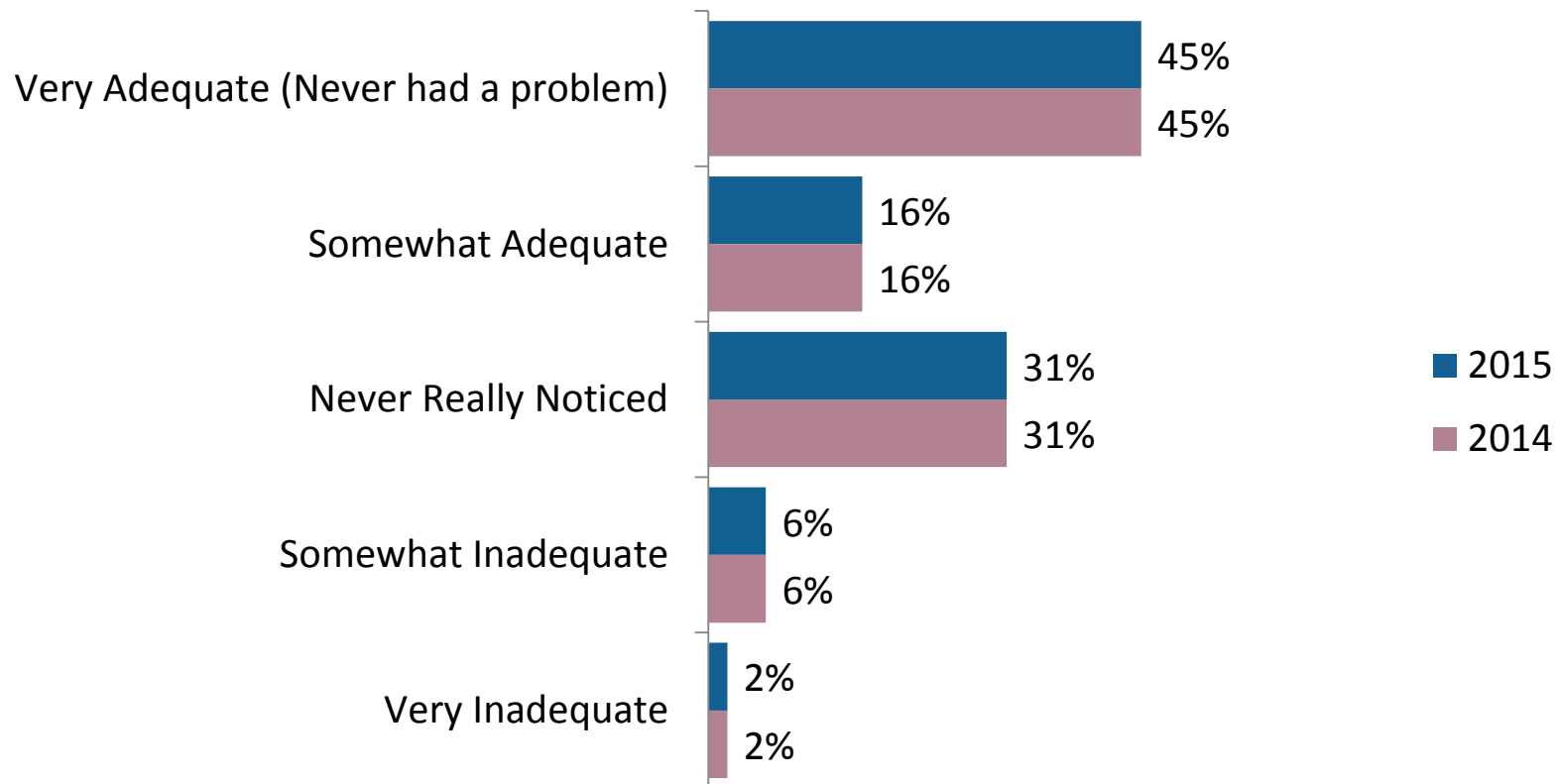
Q124. How satisfied were you with the help/assistance the WSF vessel staff member gave you?

# Vessel Crew Control Of Disruptive Passengers



*Only one in twelve riders (8%) say the vessel crew does not do a adequate job controlling disruptive passengers and enforcing the noise and pet rules.*

## Adequacy of Vessel Crew Controlling and Enforcing Noise/Pet Rules (n=2268 / 3150)



Q112. (ASKED OF PASSENGER DECK PEOPLE ONLY) How adequate a job does the vessel crew do in controlling disruptive passengers and enforcing the noise and pet rules?

# On Time Departures



*Dissatisfaction is highest for Fauntleroy/Vashon (24%) and Fauntleroy/Southworth (17%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2474	548	207	57	284	202	98	15	77	481	467	38
WSF has on-time/dependable departures	Imp. (4-5)	97%	96%	99%	95%	96%	97%	99%	100%	95%	96%	96%	100%
	Sat. (4-5)	75%	70%	77%	71%	78%	49%	68%	51%	82%	86%	70%	68%
	Dissat. (1-2)	9%	9%	8%	2%	10%	24%	17%	6%	8%	3%	8%	14%
2014	Dissat.	7%	3%	6%	8%	4%	18%	15%	14%	6%	3%	28%	43%
Change	Dissat.	+2	+6	+2	-6	+6	+6	+2	-8	+2	--	-20	-29

Top 5 Unsatisfactory Routes		Example of Verbatim Complaints : Arrivals and Departures - (complete sorted verbatims in separate document)	
FAU/ VAS (n=48)	24%	Make sure your crew shows up and if they continue to be no shows, get new workers. I also understand this may be related to the 'on call' policies. Whatever the cause, there are far too many 'crewing issues' on this route.	
FAU/ SOU (n=26)	17%	Maintain the boats better and have more dependable (perhaps newer) boats on the SJI routes. There aren't alternatives. There are no excuses for crew caused delays/ cancelations. It seems that the Yakima suffers more than its share of mechanical issues.	
INTER SJI (n=13)	14%	Educate tourists. Get rid of the barcode tickets which are apparently too difficult for them.	
EDM/ KIN (n=58)	10%	Better direct the flow of traffic off the boat. If you are late departing, speed it up so you make the arrival time.	
SEA / BAIN (n=16)	9%	arrive Edmonds on time or early so don't miss transport or have to run to catch transport	
		Actually comply with actual schedule and not report arrivals as on time when consistently 10 minutes or more late. Problem more pervasive on Fauntleroy side	
		Place more focus on improving the overall service and dependability of the triangle route. Most other routes in the system receive a higher priority for improvement and dependable service than the triangle route.	

# On Time Arrivals



*Dissatisfaction is highest for Fauntleroy/Vashon (16%) and Fauntleroy/Southworth (14%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2474	548	207	57	284	202	98	15	77	481	467	38
WSF has on-time/dependable arrivals	Imp. (4-5)	96%	95%	97%	91%	97%	93%	99%	94%	95%	95%	95%	100%
	Sat. (4-5)	76%	71%	76%	65%	81%	55%	66%	51%	86%	88%	70%	73%
	Dissat. (1-2)	7%	7%	6%	5%	8%	16%	14%	6%	3%	2%	8%	14%
2014	Dissat.	6%	2%	6%	6%	2%	16%	16%	10%	6%	2%	27%	30%
Change	Dissat.	+1	+5	--	-1	+6	--	-2	-4	-3	--	-19	-16

Top 5 Unsatisfactory Routes		Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
FAU/ VAS (n=12)	16%	Since I don't know what makes the departures late, I don't know what they could do to improve. Perhaps there could be better communication about why the departure is late	
FAU/ SOU (n=23)	14%	Recently it seems a number of the commuter boats are running 5-10 minutes late, it makes a difference to get to your meetings, etc.	
INTR SJI (n=11)	14%	Have more back up crew to replace workers that call in sick. 2014 was ridiculous in how many boat runs were cancelled due to inadequate staffing levels.	
ANA/ SJI (n=39)	8%	Loaded the ferry on time.	
SEA/ BAIN (n=56)	7%	leave at the scheduled departure time. But no, they make sure they have as many cars on as possible. leaving 2-4 minutes late. Have brought this up before. the service is scheduled based not a full boat base.	
		Get a better system down for dealing with capacity	



# WSF Website

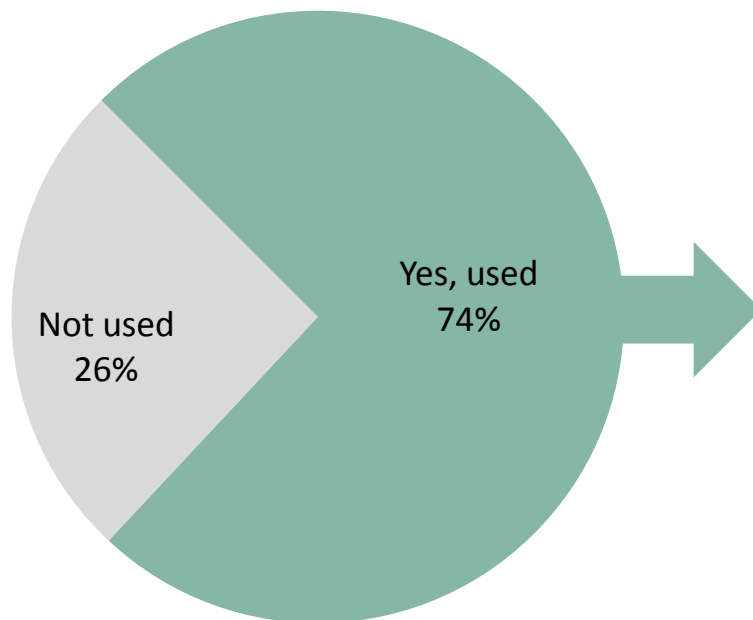


# Using WSF Website

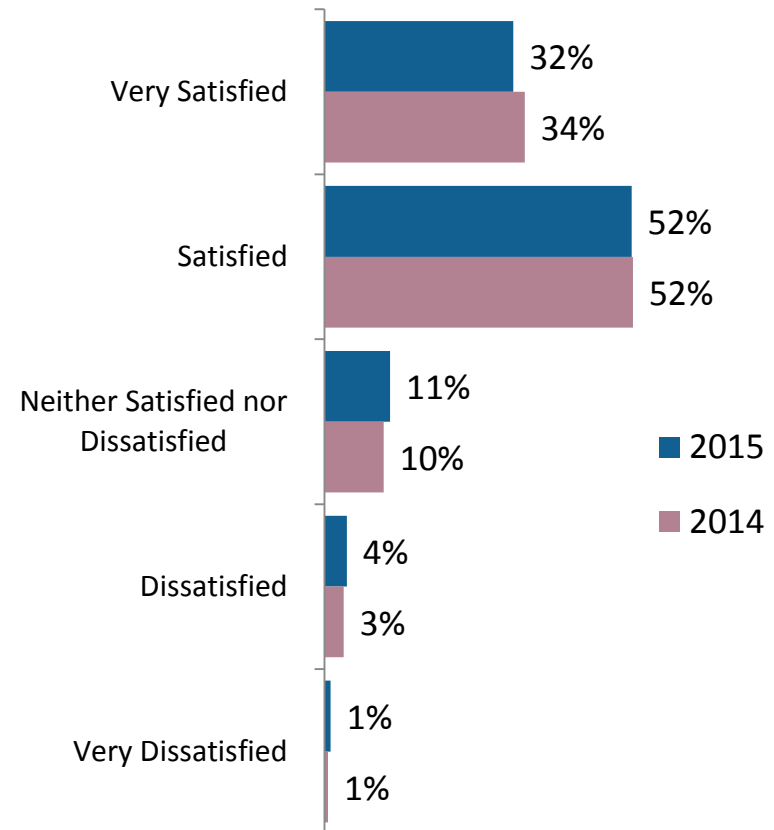


Three-fourths of riders (74%) have used the WSF website and most (84%) continue to say they are satisfied with their experience.

## Used WSF Website



## Experience Using Website (n=1,910 / 2,636)



Q133. During the Winter Schedule period (January 12th – April 5th 2014), have you for any reason used the WSF website?

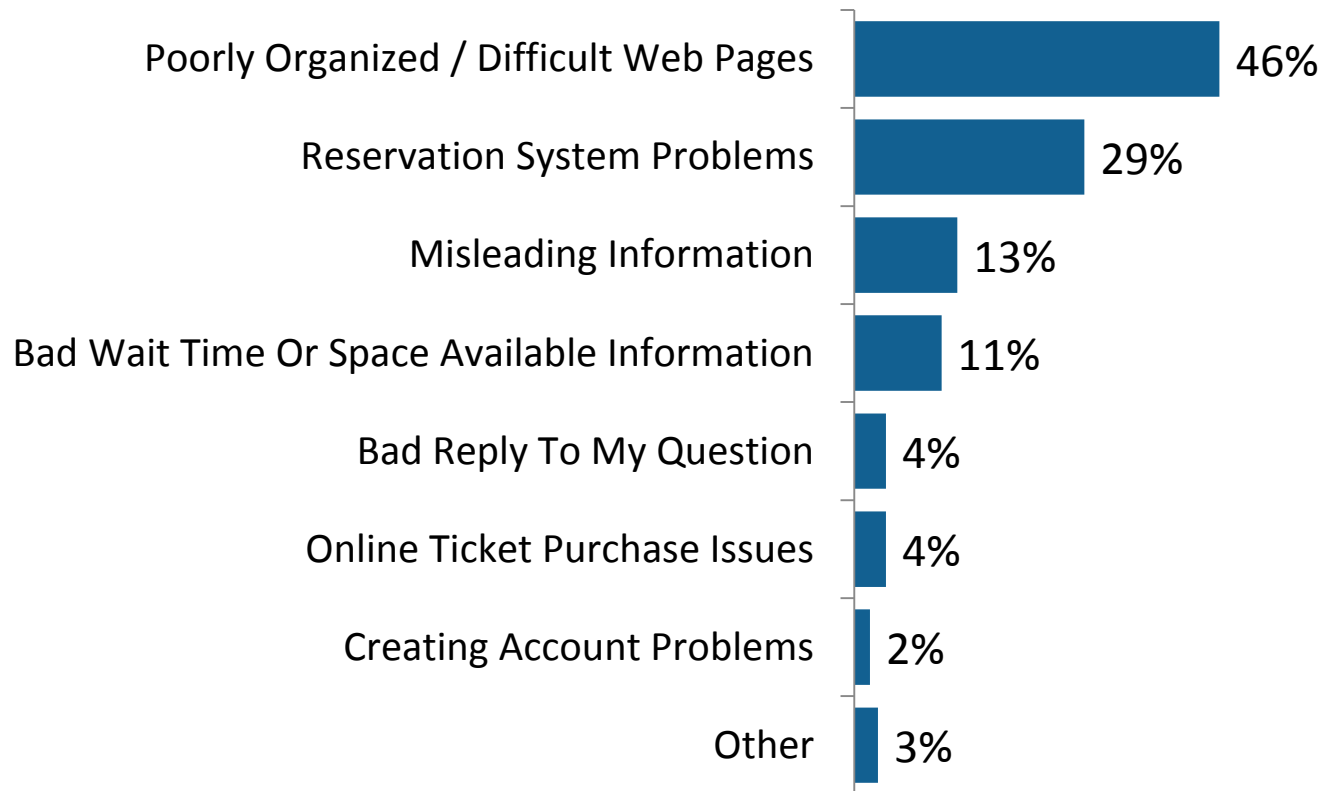
Q134. How satisfied were you with your experience using the WSF website? (n=1910/2636)

# Reasons for Dissatisfaction with Website



*Among the 5% of riders who are dissatisfied with the website, the top reasons given are that the web pages are poorly organized or difficult (46%) and they have problems with the reservation system (29%).*

## Reasons for Being Dissatisfied With WSF Website (n=124)



Q135. (ASKED OF DISSATISFIED WEB USERS ONLY) What specifically about your experience with the WSF website made you dissatisfied?



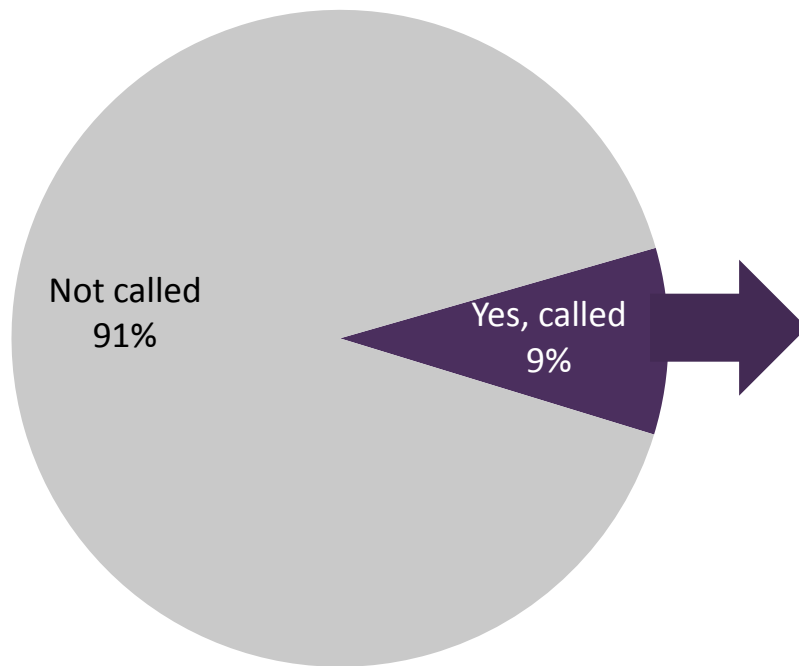
# Customer Service by Phone

# Calling WSF Customer Service by Phone

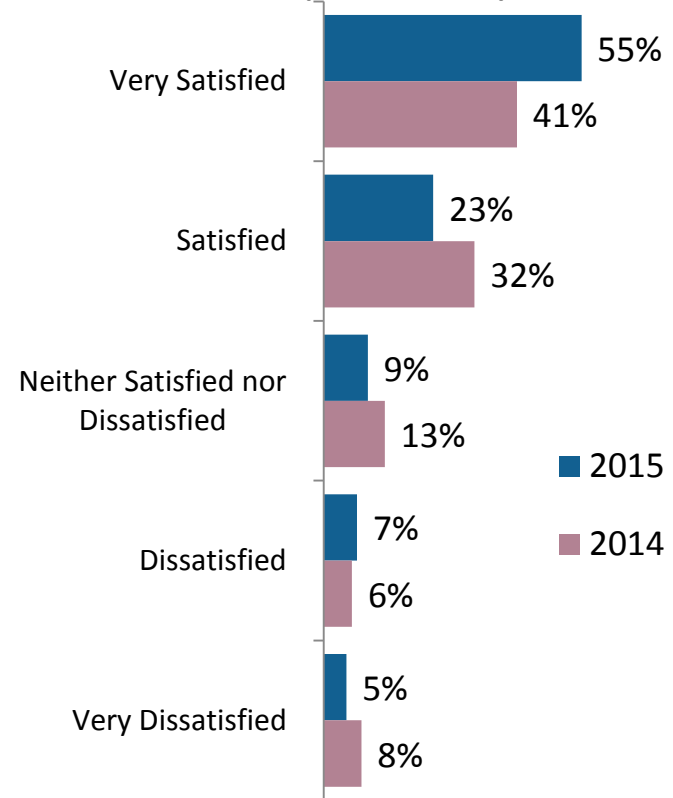


*Only one-in-ten (9%) riders have contacted WSF customer service by phone and most (78%) are satisfied with their experience. Intensity of satisfaction has increased by 14 points since 2014.*

## Called WSF Customer Service



## Experience Calling WSF (n=332 / 268)



Q136. During the Winter Schedule period (January 12<sup>th</sup> – April 5<sup>th</sup> 2014), have you for any reason called WSF Customer Service by phone?

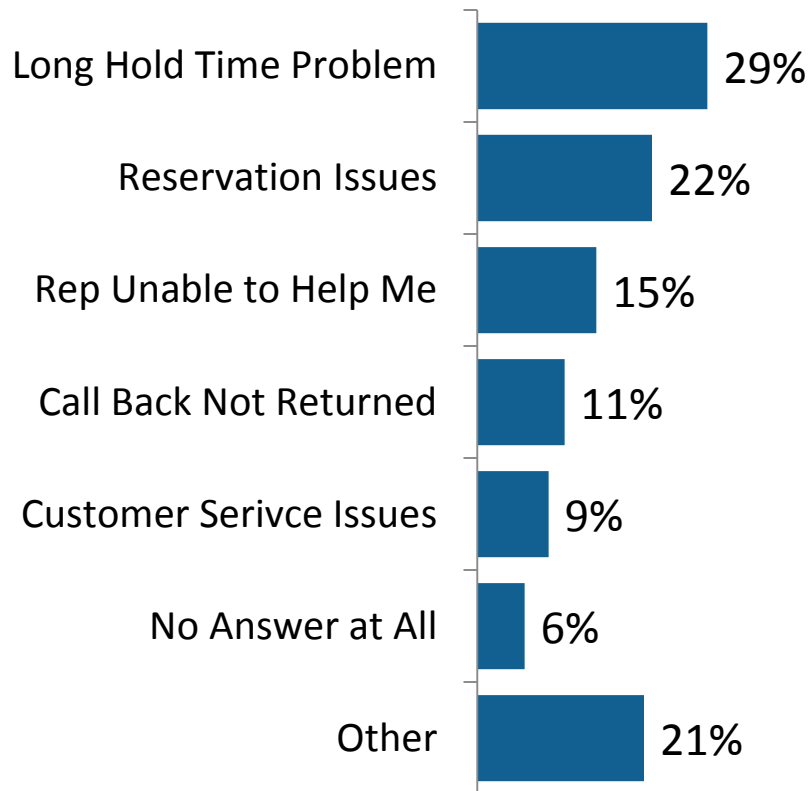
Q137. How satisfied were you with your experience calling the WSF by phone? (n=332 / 268)

# Reasons for Dissatisfaction w/Customer Service



*Among the 12% who are dissatisfied with phone customer service, three in ten (29%) mentioned the long hold times, and 22% mentioned reservation issues.*

**Reasons for Being Dissatisfied With WSF Customer Service by Phone  
(n=45)**



Q138. (ASKED OF DISSATISFIED PHONE USERS ONLY) What specifically about your experience calling WSF by phone made you dissatisfied?



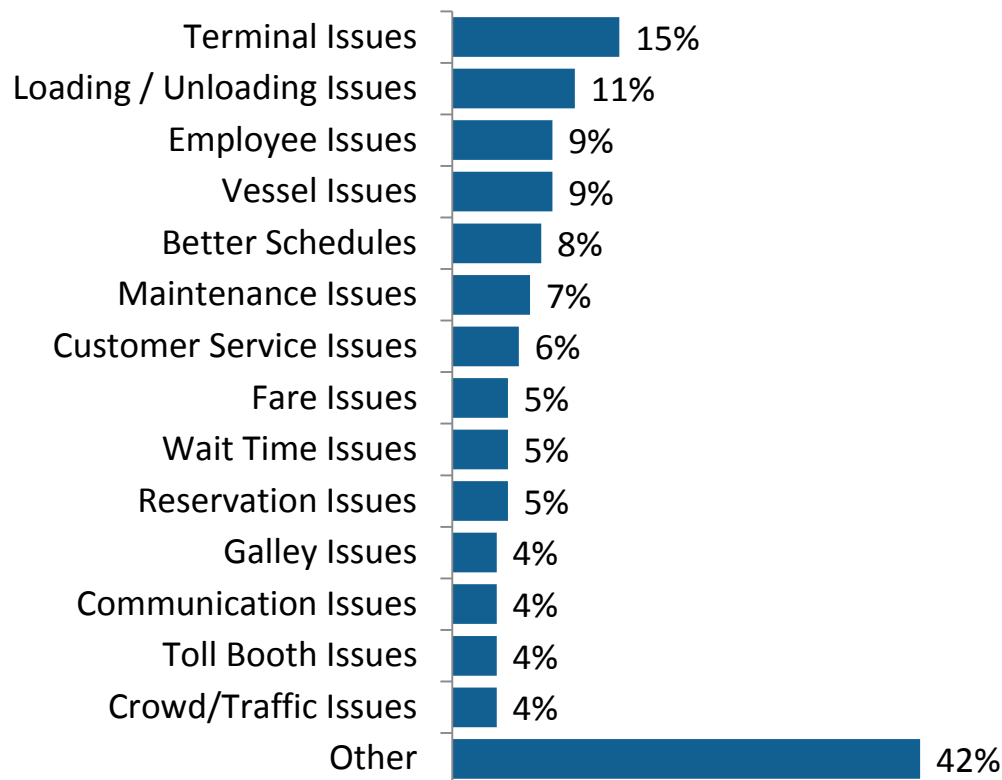
# Additional Suggestions

# Suggestions for Improving Service Quality



*About three quarters of respondents (74%) offered suggestion for improving WSF service quality, but no one issue dominates the recommendations. About one in seven (15%) mention issues around fixing terminals and about one in ten mention improving loading/unloading issues, employee issues, and vessel issues.*

## Suggestions beyond lowering fares to improved WSF service quality (n=1,838)



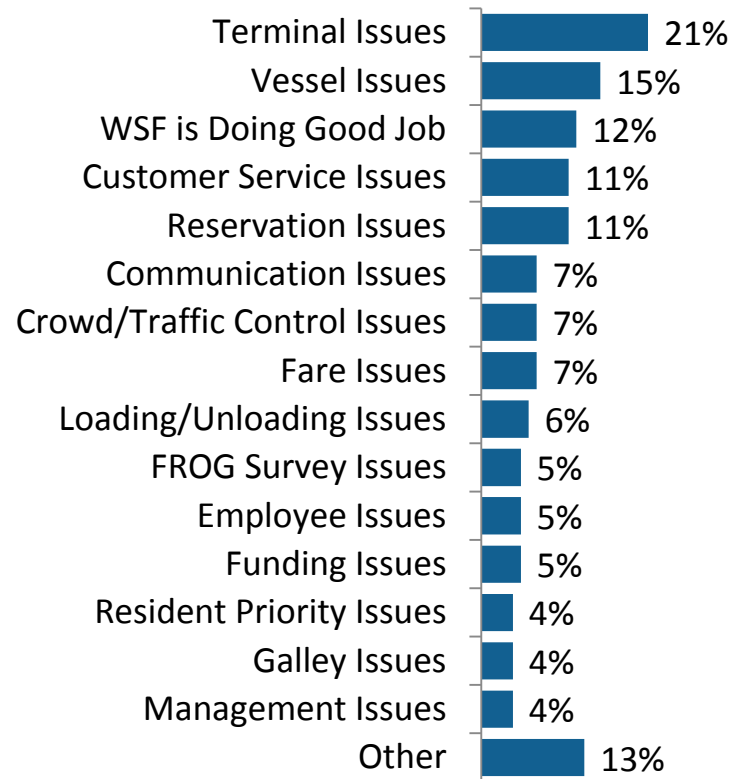
Q139. Beyond lowering fares, what other suggestions might you give WSF and state decision makers that would improve or strengthen the quality of service being provided?

# Additional Thoughts Regarding WSF



*About 17% of respondents offered additional thoughts regarding the ferry system, and among those riders two in ten mentioned issues around fixing the terminals and 15% mentioned vessel issues. One in eight (12%) said WSF is doing a good job.*

## Additional Thoughts Regarding the Ferry System (n=419)



Q142. Do you have any additional thoughts regarding the ferry system you would like to share?



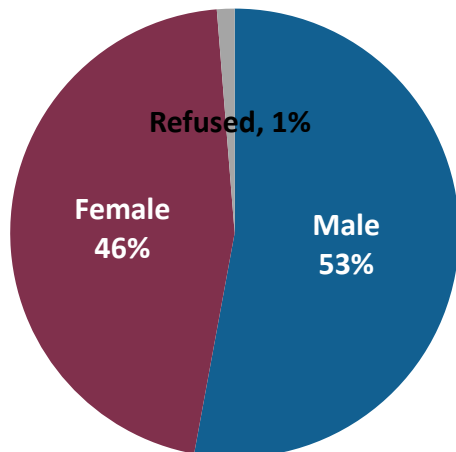


# Appendix A – Demographics

# Demographics



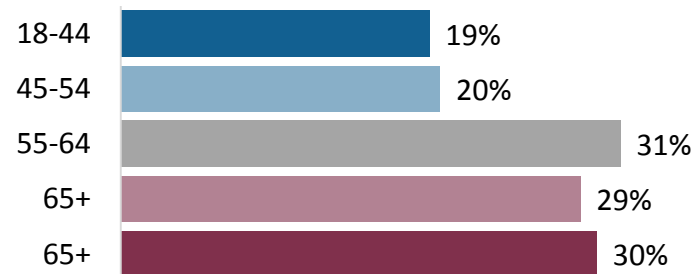
## Gender



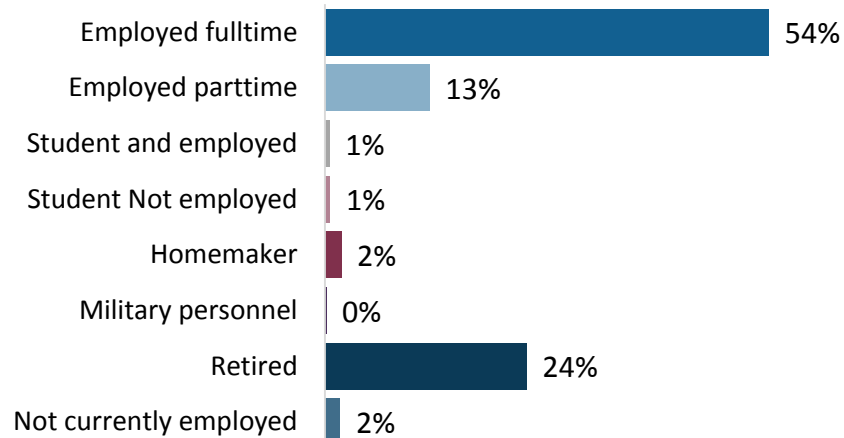
## Education



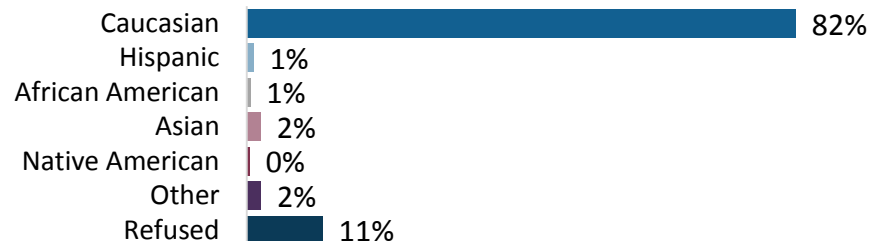
## Age



## Employment



## Ethnicity





## Appendix B - Weighting

# Weighting Methodology



- In order to make the survey results proportionate to the ferry ridership universe as a whole, it was necessary to weight the data by route and boarding method based on their last trip taken. The weighting scheme used is displayed below.
- Any respondents who did not fit into the buckets defined below were weighted with 1.00

	Vehicle	Passenger	Walk on
Seattle/Bainbridge	1.51	2.01	1.09
Seattle/Bremerton	1.56	1.65	1.43
Point Defiance/Tahlequah	1.53	1.31	1.77
Edmonds/Kingston	1.72	1.78	1.07
Fauntleroy/Vashon	0.53	0.33	0.47
Fauntleroy/Southworth	1.22	0.75	0.60
Southworth/Vashon	1.27	0.51	2.24
Coupeville/Pt. Townsend	1.01	1.00	0.44
Mukilteo/Clinton	1.02	1.03	0.64
Anacortes/San Juan Islands	0.32	0.35	0.55
San Juan Interisland	0.54	-	-



# Appendix C – Questionnaire with Results

# Survey with Results



Winter Ferry Riders Opinion Group

Online Panel Survey of Ferry Riders

Conducted: March - April, 2015

n=2,474

Weighting: Data was weighted by last trip taken route and boarding method to match actual WSF traffic information for the period

Margin of Error =  $\pm 2.0\%$

EMC #15-5576

For this survey, we are interested in your experience and opinions of Washington State Ferries during the winter schedule period, Dec 28th 2014 through Mar 21st 2015.

(For your convenience, you may stop taking the survey at any point and come back later where you left off.)

---

1. All things considered, how satisfied are you with the service provided by Washington State Ferries during the Winter period?

Extremely dissatisfied	5%	→ 17%
Somewhat dissatisfied	12%	
Neither satisfied nor dissatisfied	9%	→ 74%
Somewhat satisfied	40%	
Extremely satisfied	33%	
Did not ride WSF during the Winter (December 28th 2014 – Mar 21st 2015) period	--	

2. Which of the following route(s) have you ridden during the Winter period (December 28th 2014 – Mar 21st 2015)? [CHECK ALL THAT APPLY]

Seattle/Bainbridge	42%
Seattle/Bremerton	18%
Point Defiance/Tahlequah	6%
Edmonds/Kingston	35%
Fauntleroy/Vashon	8%
Fauntleroy/Southworth	8%
Southworth/Vashon	4%
Coupeville/Pt. Townsend	10%
Mukilteo/Clinton	21%
Anacortes/San Juan Islands	9%
San Juan Interisland	2%

# Survey with Results



3. To get an idea of how people are using the ferry system in the winter months, could you please give us a guesstimate for the route(s) shown below - how many round trips (two one-way trips = one round trip) per month you take during the Winter period?
4. Approximately how many of those per month round trips, for each route, were for the primary purpose of commuting (getting to and from work/school), how many were primarily recreational/social purposes (seeing friends/going to events, etc.) and how many were for other purposes (shopping, medical appointments, etc.)?

	Mean number of trips	% of commuting trips	% of recreational trips	% of trips for other purposes
4a. Seattle/Bainbridge ( <i>n</i> =785)	8.81	74%	18%	8%
4b. Seattle/Bremerton ( <i>n</i> = 317)	9.31	81%	14%	5%
4c. Point Defiance/Tahlequah ( <i>n</i> = 172)	7.03	51%	28%	22%
4d. Edmonds/Kingston ( <i>n</i> = 619)	5.46	64%	26%	10%
4e. Fauntleroy/Vashon ( <i>n</i> = 273)	9.04	68%	19%	13%
4f. Fauntleroy/Southworth ( <i>n</i> = 183)	7.21	77%	14%	8%
4g. Southworth/Vashon ( <i>n</i> = 99)	4.72	64%	23%	12%
4h. Coupeville/Pt. Townsend ( <i>n</i> = 257)	2.14	31%	48%	21%
4i. Mukilteo/Clinton ( <i>n</i> = 556)	9.19	62%	20%	18%
4j. Anacortes/San Juan Islands ( <i>n</i> = 545)	3.13	27%	28%	45%
4k. San Juan Interisland ( <i>n</i> = 159)	3.96	64%	17%	19%

9. During the Winter Schedule period (December 28th 2014 – Mar 21st 2015), in which of the following ways have you boarded the ferry? (Walk on also includes bike riders) **[CHECK ALL THAT APPLY]**

Walk-on	53%
Drive-on	86%
Passenger	30%

10. Now focusing in on your most recent ferry trip, what was the last route that you rode?

Seattle/Bainbridge	29%
Seattle/Bremerton	12%
Point Defiance/Tahlequah	3%
Edmonds/Kingston	18%
Fauntleroy/Vashon	4%
Fauntleroy/Southworth	4%
Southworth/Vashon	1%
Coupeville/Pt. Townsend	3%
Mukilteo/Clinton	19%
Anacortes/San Juan Islands	7%
San Juan Interisland	0%

# Survey with Results



11. To help us better understand ridership travel trends, we would like to know a little about your most recent ferry trip on the \${piping\_text} route. To start with, from which terminal did you DEPART on your most recent trip?

A. Seattle/Bainbridge route ( <i>n</i> =548)		
Seattle (Westbound)		29%
Bainbridge (Eastbound)		71%
B. Seattle/Bremerton route ( <i>n</i> = 206)		
Seattle (Westbound)		33%
Bremerton (Eastbound)		67%
C. Point Defiance/Tahlequah route ( <i>n</i> = 57)		
Point Defiance (Westbound)		34%
Tahlequah (Eastbound)		66%
D. Edmonds/Kingston route ( <i>n</i> = 284)		
Edmonds (Westbound)		33%
Kingston (Eastbound)		67%
E. Fauntleroy/Vashon route ( <i>n</i> = 202)		
Fauntleroy (Westbound)		35%
Vashon (Eastbound)		65%
F. Fauntleroy/Southworth route ( <i>n</i> = 98)		
Fauntleroy (Westbound)		35%
Southworth (Eastbound)		65%
G. Southworth/Vashon route ( <i>n</i> = 15)		
Southworth (Eastbound)		51%
Vashon (Westbound)		49%
H. Coupeville/Pt. Townsend route ( <i>n</i> = 77)		
Coupeville (Westbound)		45%
Pt. Townsend (Eastbound)		55%
I. Mukilteo/Clinton route ( <i>n</i> = 481)		
Mukilteo (Westbound)		29%
Clinton (Eastbound)		71%
J. Anacortes/San Juan Islands route ( <i>n</i> = 467)		
Orcas		23%
Shaw		1%
Lopez		14%
Friday Harbor		37%
Anacortes		26%
K. San Juan Interisland route ( <i>n</i> = 38)		
Orcas		27%
Shaw		14%
Lopez		23%
Friday Harbor		36%



# Survey with Results



12. Thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, which of the following was the PRIMARY PURPOSE for that specific trip?

Commute to/from work	31%
Commute to/from school	1%
Work related activity/business	11%
Personal business/activity	10%
Medical appointment	10%
Everyday shopping	1%
Shopping excursion	2%
Tourism/recreation	6%
Travel to/from special event	7%
Travel to/from to see family/friends	16%
Other	5%

13. Thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, how did you board the ferry for your outbound and returning trips?

	<b>Outbound</b>	<b>Returning</b>
Vehicle driver	56%	56%
Passenger in a vehicle	11%	11%
Walk-on	26%	26%
Rode on in bus/ transit	0%	0%
Rode on in van/ car pool	2%	2%
Rode on – motorcycle	3%	3%
Biked on	3%	3%

14. Thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, which of the following best describes the vehicle you drove on the ferry?

Auto / small SUV / small pick-up (under 14 feet)	17%
Auto / small SUV / small pick-up (14 to 22 feet)	65%
Full-size auto/SUV, over 22 feet	9%
RV, auto, or pick-up and trailer or boat (<30')	0%
RV, auto, or pick-up and trailer or boat (30'+)	0%
Truck (commercial, panel, tractor / trailer)	0%
Vanpool	2%
Motorcycle	4%
Other	1%

15. Thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, what was the date and scheduled departure time (or approximate time of sailing if you don't remember)?

Weekday Peak	30%
Weekday Off Peak	31%
Weekend	18%
Other	21%

# Survey with Results



16. Finally, thinking about your LAST FERRY RIDE ONLY on the \${custom1} route, on what kind of ticket were you travelling?
- |                                                                                        |     |
|----------------------------------------------------------------------------------------|-----|
| Single-ride ticket                                                                     | 27% |
| Multi-ride frequent user ticket (available to all passengers & non-oversized vehicles) | 39% |
| Monthly pass (not available to vehicle drivers)                                        | 8%  |
| Senior/disabled Convenience Card/discount                                              | 13% |
| SmartCard/ORCA (One Regional Card for All)                                             | 10% |
| Puget Pass                                                                             | 0%  |
| Other                                                                                  | 2%  |

# Survey with Results



## TERMINAL SERVICE QUALITY QUESTIONS:

We'd like to know how important some different aspects of the Washington State Ferries are to you, and how satisfied you are with them. Please think of your experiences during the Winter period (December 28th 2014 – Mar 21st 2015) only.

17. During the Winter period, did you go inside a ferry terminal for any reason?

Yes	65%
No	34%
Don't recall	1%

(IF YES; n=1586)

Thinking of WSF ferry terminals you were in during the Winter period (December 28th 2014 – Mar 21st 2015) only, for each of the following terminal conditions, please rate how important each are to you, and how satisfied you currently are with each.

	1	2	3	4	5	Mean
	Not Important			Very Important		
18. The terminals are clean and well maintained	0%	1%	7%	36%	56%	<b>4.46</b>
19. The terminals are comfortable (seating, temperature, etc.)	1%	2%	16%	42%	39%	<b>4.16</b>
20. Terminal Staff is helpful, competent and knowledgeable	1%	2%	11%	31%	55%	<b>4.36</b>
21. The bathrooms in the terminals are clean and well maintained	0%	0%	5%	27%	68%	<b>4.63</b>
	1	2	3	4	5	Mean
	Very dissatisfied			Very satisfied		
22. The terminals are clean and well maintained	2%	5%	25%	39%	30%	<b>3.90</b>
23. The terminals are comfortable (seating, temperature, etc.)	4%	10%	32%	35%	19%	<b>3.54</b>
24. Terminal Staff is helpful, competent and knowledgeable	2%	5%	25%	35%	33%	<b>3.91</b>
25. The bathrooms in the terminals are clean and well maintained	7%	13%	25%	32%	22%	<b>3.49</b>

# Survey with Results



26. You rated your satisfaction with Terminals are clean and well maintained low. At which terminal(s) did you experience this unsatisfactory service level? ( $n=109$ )

Seattle	74%
Bainbridge	6%
Bremerton	9%
Point Defiance	--
Tahlequah	--
Edmonds	4%
Kingston	4%
Fauntleroy	1%
Vashon	--
Southworth	--
Coupeville	1%
Pt. Townsend	--
Mukilteo	7%
Clinton	1%
Orcas	2%
Shaw	--
Lopez	--
Friday Harbor	2%
Anacortes	9%
Other	2%

27. What specific conditions made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



28. You rated your satisfaction with Terminals are comfortable low. At which terminal(s) did you experience this unsatisfactory service level? (n=229)

Seattle	58%
Bainbridge	18%
Bremerton	7%
Point Defiance	2%
Tahlequah	2%
Edmonds	7%
Kingston	11%
Fauntleroy	6%
Vashon	1%
Southworth	3%
Coupeville	2%
Pt. Townsend	1%
Mukilteo	4%
Clinton	1%
Orcas	1%
Shaw	--
Lopez	0%
Friday Harbor	1%
Anacortes	8%
Other	3%

29. What specific conditions made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



30. You rated your satisfaction with **terminal staff are helpful, competent and knowledgeable** low. At which terminal(s) did you experience this unsatisfactory service level? (*n*=120)

Seattle	55%
Bainbridge	14%
Bremerton	5%
Point Defiance	1%
Tahlequah	--
Edmonds	6%
Kingston	5%
Fauntleroy	9%
Vashon	2%
Southworth	1%
Coupeville	5%
Pt. Townsend	3%
Mukilteo	6%
Clinton	4%
Orcas	1%
Shaw	--
Lopez	--
Friday Harbor	0%
Anacortes	5%
Other	12%

- 30a. What specific behaviors made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



31. You rated your satisfaction with terminal bathrooms are clean and well maintained low. At which terminal(s) did you experience this unsatisfactory service level?  
(n=298)

Seattle	80%
Bainbridge	4%
Bremerton	7%
Point Defiance	1%
Tahlequah	1%
Edmonds	4%
Kingston	2%
Fauntleroy	2%
Vashon	1%
Southworth	1%
Coupeville	1%
Pt. Townsend	--
Mukilteo	4%
Clinton	1%
Orcas	0%
Shaw	--
Lopez	0%
Friday Harbor	1%
Anacortes	4%
Other	4%

- 31a. What specific conditions made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

**Thank you for answering our questions regarding terminal conditions**

# Survey with Results



32. Did you specifically ask a WSF terminal staff member for help/assistance during the Winter period (December 28th 2014 – Mar 21st 2015)?
- |     |     |
|-----|-----|
| Yes | 23% |
| No  | 77% |

**(IF YES; n=1583)**

33. How satisfied were you with the help/assistance the WSF terminal staff member gave you? (n=1583)
- |                                    |     |      |
|------------------------------------|-----|------|
| Very satisfied                     | 46% | →72% |
| Satisfied                          | 25% |      |
| Neither satisfied nor dissatisfied | 11% |      |
| Dissatisfied                       | 10% | →18% |
| Very dissatisfied                  | 8%  |      |
| Prefer not to answer               | --  |      |

34. What specifically about your experience with the WSF terminal staff member made you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*



# Survey with Results



## WALK ON SERVICE QUALITY QUESTIONS:

35. During the Winter period (December 28th 2014 – Mar 21st 2015), did you walk onto a ferry?

Yes	57%
No	42%
Don't recall	1%

(IF YES; n=1368)

Again thinking of the Winter period (December 28th 2014 – Mar 21st 2015) only, for each of the following walk-on and transit services, please rate how important each are to you, and how satisfied you currently are with each. (n=1368)

	1	2	3	4	5	Mean
	Not Important			Very Important		
36. WSF sailing schedule is adequately coordinated with transit services available at the terminal	14%	4%	11%	19%	52%	3.89
37. There is adequate parking near the terminals	9%	4%	11%	24%	52%	4.06
38. WSF provides easy loading and unloading for walk-on passengers	0%	0%	5%	29%	65%	4.58
39. WSF walk-on passenger loading procedures are efficient	0%	0%	6%	31%	61%	4.53
40. WSF walk-on passenger unloading procedures are efficient	1%	1%	6%	30%	62%	4.53

	1	2	3	4	5	Mean
	Very dissatisfied			Very satisfied		
41. WSF sailing schedule is adequately coordinated with transit services available at the terminal	7%	7%	41%	27%	18%	3.42
42. There is adequate parking near the terminals	11%	15%	33%	26%	15%	3.21
43. WSF provides easy loading and unloading for walk-on passengers	3%	6%	19%	34%	38%	3.97
44. WSF walk-on passenger loading procedures are efficient	3%	6%	19%	35%	37%	3.97
45. WSF walk-on passenger unloading procedures are efficient	4%	5%	18%	35%	38%	3.98

# Survey with Results



46. You rated your satisfaction with WSF sailing schedule is adequately coordinated with transit services available at the terminal low. At which terminal(s) did you experience this unsatisfactory service level? (n=208)

Seattle	50%
Bainbridge	7%
Bremerton	8%
Point Defiance	3%
Tahlequah	1%
Edmonds	14%
Kingston	6%
Fauntleroy	7%
Vashon	2%
Southworth	1%
Coupeville	2%
Pt. Townsend	1%
Mukilteo	6%
Clinton	1%
Orcas	0%
Shaw	0%
Lopez	0%
Friday Harbor	1%
Anacortes	7%
Other	5%

47. Why are you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



48. You rated your satisfaction with Adequate parking near the terminals low. At which terminal(s) did you experience this unsatisfactory parking level? (n=362)

Seattle	33%
Bainbridge	19%
Bremerton	9%
Point Defiance	1%
Tahlequah	0%
Edmonds	11%
Kingston	7%
Fauntleroy	9%
Vashon	4%
Southworth	1%
Coupeville	2%
Pt. Townsend	3%
Mukilteo	22%
Clinton	11%
Orcas	1%
Shaw	--
Lopez	0%
Friday Harbor	1%
Anacortes	1%
Other	3%

49. Why are you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



50. You rated your satisfaction with WSF provides easy loading and unloading for walk-on passengers low. At which terminal(s) did you experience this unsatisfactory service level? (n=127)

Seattle	54%
Bainbridge	40%
Bremerton	8%
Point Defiance	0%
Tahlequah	0%
Edmonds	2%
Kingston	4%
Fauntleroy	5%
Vashon	3%
Southworth	1%
Coupeville	0%
Pt. Townsend	0%
Mukilteo	12%
Clinton	8%
Orcas	0%
Shaw	--
Lopez	0%
Friday Harbor	1%
Anacortes	4%
Other	2%

51. Why are you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



52. You rated your satisfaction with WSF walk-on passenger loading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level? (*n*=122)

Seattle	57%
Bainbridge	37%
Bremerton	12%
Point Defiance	0%
Tahlequah	0%
Edmonds	--
Kingston	2%
Fauntleroy	6%
Vashon	4%
Southworth	2%
Coupeville	2%
Pt. Townsend	2%
Mukilteo	13%
Clinton	6%
Orcas	1%
Shaw	--
Lopez	--
Friday Harbor	0%
Anacortes	3%
Other	5%

53. Why are you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



54. You rated your satisfaction with WSF walk-on passenger unloading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level? (n=118)

Seattle	55%
Bainbridge	48%
Bremerton	10%
Point Defiance	0%
Tahlequah	0%
Edmonds	1%
Kingston	2%
Fauntleroy	4%
Vashon	2%
Southworth	0%
Coupeville	2%
Pt. Townsend	2%
Mukilteo	10%
Clinton	5%
Orcas	0%
Shaw	--
Lopez	--
Friday Harbor	1%
Anacortes	2%
Other	8%

55. Why are you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



## VEHICLE SERVICE QUALITY QUESTIONS:

56. During the winter period (December 28th 2014 – Mar 21st 2015), did you either drive onto a ferry or board as a passenger in a vehicle?

Yes	85%
No	15%
Don't recall	0%

(IF YES; n=2130)

Thinking of WSF's toll booth service for the Winter period (December 28th 2014 – Mar 21st 2015) only, for each of the following toll booth items, please rate how important each are to you and how satisfied you currently are with each. (n=2130)

	1	2	3	4	5	Mean
	Not Important				Very Important	
57. WSF toll booth staff is friendly, courteous and polite	0%	1%	8%	35%	56%	<b>4.46</b>
58. WSF makes buying tickets easy and quick	1%	0%	5%	24%	70%	<b>4.63</b>
59. WSF efficiently processes vehicles through ticket lanes	0%	0%	3%	22%	75%	<b>4.71</b>

	1	2	3	4	5	Mean
	Very dissatisfied				Very satisfied	
60. WSF toll booth staff is friendly, courteous and polite	1%	3%	12%	32%	52%	<b>4.31</b>
61. WSF makes buying tickets easy and quick	2%	5%	13%	32%	49%	<b>4.22</b>
62. WSF efficiently processes vehicles through ticket lanes	4%	8%	19%	31%	37%	<b>3.90</b>

# Survey with Results



63. You rated your satisfaction with WSF toll booth staff is friendly, courteous and polite low. At which terminal(s) did you experience this unsatisfactory service level?  
(n=97)

Seattle	41%
Bainbridge	10%
Bremerton	2%
Point Defiance	1%
Tahlequah	--
Edmonds	9%
Kingston	6%
Fauntleroy	8%
Vashon	--
Southworth	--
Coupeville	2%
Pt. Townsend	5%
Mukilteo	15%
Clinton	4%
Orcas	--
Shaw	--
Lopez	0%
Friday Harbor	1%
Anacortes	13%
Other	5%

64. What specific behaviors made you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*



# Survey with Results



65. You rated your satisfaction with WSF makes buying tickets easy and quick low. At which terminal(s) did you experience this unsatisfactory service level? (*n*=165)

Seattle	22%
Bainbridge	10%
Bremerton	2%
Point Defiance	--
Tahlequah	--
Edmonds	9%
Kingston	8%
Fauntleroy	20%
Vashon	1%
Southworth	0%
Coupeville	2%
Pt. Townsend	1%
Mukilteo	15%
Clinton	8%
Orcas	0%
Shaw	--
Lopez	--
Friday Harbor	1%
Anacortes	11%
Other	11%

66. Why are you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



67. You rated your satisfaction with WSF efficiently processes vehicles through ticket lanes low. At which terminal(s) did you experience this unsatisfactory service level? (n=326)

Seattle	33%
Bainbridge	11%
Bremerton	2%
Point Defiance	--
Tahlequah	0%
Edmonds	12%
Kingston	8%
Fauntleroy	21%
Vashon	0%
Southworth	1%
Coupeville	1%
Pt. Townsend	2%
Mukilteo	7%
Clinton	5%
Orcas	2%
Shaw	--
Lopez	--
Friday Harbor	1%
Anacortes	16%
Other	3%

68. Why are you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



Thinking of vehicle loading and unloading procedures for the Winter period (December 28th 2014 – Mar 21st 2015) only, for each of the following loading items, please rate how important each are to you, and how satisfied you currently are with each. ( $n=2130$ )

	1	2	3	4	5	Mean
	Not Important				Very Important	
69. WSF vehicle loading crew is friendly, courteous and polite	0%	1%	12%	36%	51%	<b>4.36</b>
70. WSF vehicle loading procedures are efficient	0%	0%	5%	25%	70%	<b>4.65</b>
71. WSF loads ferries to capacity with little room between vehicles	1%	1%	11%	30%	58%	<b>4.42</b>
72. WSF vehicle loading crews provide clear directions / hand signals	0%	1%	4%	21%	74%	<b>4.68</b>

	1	2	3	4	5	Mean
	Very dissatisfied				Very satisfied	
73. WSF vehicle loading crew is friendly, courteous and polite	2%	4%	24%	35%	35%	<b>3.96</b>
74. WSF vehicle loading procedures are efficient	4%	5%	20%	35%	36%	<b>3.95</b>
75. WSF loads ferries to capacity with little room between vehicles	3%	6%	20%	35%	36%	<b>3.96</b>
76. WSF vehicle loading crews provide clear directions / hand signals	4%	11%	24%	30%	31%	<b>3.73</b>

# Survey with Results



77. You rated your satisfaction with WSF vehicle loading crew is friendly, courteous and polite low. At which terminal(s) did you experience this unsatisfactory service level? (n=154)

Seattle	30%
Bainbridge	9%
Bremerton	6%
Point Defiance	1%
Tahlequah	1%
Edmonds	7%
Kingston	11%
Fauntleroy	13%
Vashon	6%
Southworth	5%
Coupeville	3%
Pt. Townsend	2%
Mukilteo	16%
Clinton	17%
Orcas	2%
Shaw	0%
Lopez	0%
Friday Harbor	5%
Anacortes	12%
Other	10%

78. What specific behaviors made you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



79. You rated your satisfaction with WSF vehicle loading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level? (n=225)

Seattle	26%
Bainbridge	12%
Bremerton	11%
Point Defiance	5%
Tahlequah	4%
Edmonds	12%
Kingston	10%
Fauntleroy	20%
Vashon	7%
Southworth	7%
Coupeville	3%
Pt. Townsend	3%
Mukilteo	12%
Clinton	8%
Orcas	2%
Shaw	--
Lopez	1%
Friday Harbor	5%
Anacortes	13%
Other	3%

80. Why are you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



81. You rated your satisfaction with WSF loads ferries to capacity with little room between vehicles low. At which terminal(s) did you experience this unsatisfactory service level? (n=189)

Seattle	33%
Bainbridge	17%
Bremerton	7%
Point Defiance	2%
Tahlequah	2%
Edmonds	18%
Kingston	14%
Fauntleroy	14%
Vashon	5%
Southworth	3%
Coupeville	3%
Pt. Townsend	3%
Mukilteo	15%
Clinton	11%
Orcas	1%
Shaw	0%
Lopez	1%
Friday Harbor	3%
Anacortes	9%
Other	4%

82. Why are you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



83. You rated your satisfaction with WSF vehicle loading crews provide clear directions and/or hand signals low. At which terminal(s) did you experience this unsatisfactory service level? (n=348)

Seattle	26%
Bainbridge	20%
Bremerton	7%
Point Defiance	3%
Tahlequah	2%
Edmonds	15%
Kingston	12%
Fauntleroy	12%
Vashon	5%
Southworth	6%
Coupeville	2%
Pt. Townsend	2%
Mukilteo	20%
Clinton	15%
Orcas	2%
Shaw	--
Lopez	1%
Friday Harbor	3%
Anacortes	9%
Other	6%

84. What specific behaviors made you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



Thinking of vehicle loading and unloading procedures for the Winter period (December 28th 2014 – Mar 21st 2015) only, for each of the following vehicle unloading activities, please rate how important each are to you, and how satisfied you currently are with each. ( $n=2130$ )

	1	2	3	4	5	Mean
	Not Important			Very Important		
85. WSF vehicle unloading crew is friendly, courteous and polite	1%	1%	13%	34%	52%	<b>4.35</b>
86. WSF vehicle unloading procedures are efficient	0%	0%	5%	28%	66%	<b>4.60</b>
87. WSF vehicle unloading crews provide clear directions and/or hand signals	0%	0%	6%	26%	67%	<b>4.59</b>

	1	2	3	4	5	Mean
	Very dissatisfied			Very satisfied		
88. WSF vehicle unloading crew is friendly, courteous and polite	1%	3%	18%	38%	41%	<b>4.15</b>
89. WSF vehicle unloading procedures are efficient	3%	5%	17%	35%	40%	<b>4.06</b>
90. WSF vehicle unloading crews provide clear directions and/or hand signals	2%	4%	18%	36%	41%	<b>4.11</b>



# Survey with Results



91. You rated your satisfaction with WSF vehicle unloading crew is friendly, courteous and polite low. At which terminal(s) did you experience this unsatisfactory service level? (n=76)

Seattle	34%
Bainbridge	18%
Bremerton	13%
Point Defiance	3%
Tahlequah	3%
Edmonds	11%
Kingston	16%
Fauntleroy	6%
Vashon	5%
Southworth	5%
Coupeville	5%
Pt. Townsend	5%
Mukilteo	19%
Clinton	17%
Orcas	2%
Shaw	0%
Lopez	1%
Friday Harbor	5%
Anacortes	11%
Other	4%

92. What specific conditions made you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



93. You rated your satisfaction with WSF vehicle unloading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level?  
(n=164)

Seattle	45%
Bainbridge	25%
Bremerton	9%
Point Defiance	6%
Tahlequah	6%
Edmonds	19%
Kingston	24%
Fauntleroy	12%
Vashon	4%
Southworth	3%
Coupeville	2%
Pt. Townsend	2%
Mukilteo	5%
Clinton	5%
Orcas	2%
Shaw	--
Lopez	0%
Friday Harbor	5%
Anacortes	5%
Other	1%

94. Why are you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



95. You rated your satisfaction with WSF vehicle unloading crews provide clear directions and/or hand signals low. At which terminal(s) did you experience this unsatisfactory service level? (n=118)

Seattle	33%
Bainbridge	17%
Bremerton	6%
Point Defiance	5%
Tahlequah	5%
Edmonds	24%
Kingston	21%
Fauntleroy	10%
Vashon	11%
Southworth	8%
Coupeville	4%
Pt. Townsend	4%
Mukilteo	16%
Clinton	14%
Orcas	2%
Shaw	--
Lopez	2%
Friday Harbor	3%
Anacortes	7%
Other	4%

96. What specific behaviors made you dissatisfied? Please be as specific as possible.  
*See verbatim spreadsheet for responses*

# Survey with Results



## SPECIAL VEHICLE ONLY QUESTIONS:

97. **(ASKED OF VEHICLE DRIVERS ONLY)** How would you rate the consistency of the vehicle loading/unloading hand signals/directions you get from the different ferry/dock crews? Would you say they are ... (n=2130)

Very consistent between crews	32%
Somewhat consistent	40%
Not sure / Never really noticed	6%
Somewhat inconsistent	16%
Very inconsistent between crews	6%

## VESSEL PASSENGER DECK SERVICE QUALITY QUESTIONS:

98. At any time during the Winter period (December 28th 2014 – Mar 21st 2015), did you use/visit the vessel passenger deck area (restrooms, seating, etc.)?

Yes	91%
No	8%
Don't recall	1%

**(IF YES; n=2269)**

For each of the following vessel condition items during the Winter period (December 28th 2014 – Mar 21st 2015) only, please rate how important each are to you and how satisfied you currently are with each. (n=2269)

	1	2	3	4	5	Mean
	Not Important			Very Important		
100. The ferry passenger seating areas are clean and comfortable (seating, temperature, etc.)	0%	0%	4%	32%	63%	4.57
101. The bathrooms on the ferries are clean and well maintained	0%	0%	3%	24%	73%	4.69
102. WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered)	0%	0%	5%	27%	67%	4.62
	1	2	3	4	5	Mean
	Very dissatisfied			Very satisfied		
103. The ferry passenger seating areas are clean and comfortable (seating, temperature, etc.)	1%	4%	17%	40%	38%	4.08
104. The bathrooms on the ferries are clean and well maintained	3%	7%	21%	37%	32%	3.89
105. WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered)	3%	8%	21%	35%	32%	3.84

# Survey with Results



106. You rated your satisfaction with The ferry passenger seating areas are clean and comfortable low. On which boat did you experience this unsatisfactory service level? (n=124)

Wenatchee	27%
Tacoma	--
Puyallup	23%
Kaleetan	17%
Kitsap	19%
Chelan	8%
Hyak	6%
Sealth	3%
Walla Walla	9%
Chetzemoka	0%
Hiyu	--
Salish	1%
Spokane	5%
Issaquah	0%
Klahowya	0%
Tillikum	1%
Evergreen State	4%
Kennewick	1%
Cathlamet	10%
Kittitas	4%
Elwha	3%
Yakima	3%
Don't recall name	30%
Other	4%

107. What specific conditions made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



108. You rated your satisfaction with The bathrooms on the ferries are clean and well maintained low. On which boat did you experience this unsatisfactory service level? (n=214)

Wenatchee	23%
Tacoma	--
Puyallup	21%
Kaleetan	15%
Kitsap	18%
Chelan	9%
Hyak	3%
Sealth	3%
Walla Walla	7%
Chetzemoka	0%
Hiyu	--
Salish	0%
Spokane	7%
Issaquah	2%
Klahowya	0%
Tillikum	2%
Evergreen State	3%
Kennewick	0%
Cathlamet	10%
Kittitas	9%
Elwha	3%
Yakima	3%
Don't recall name	31%
Other	2%

109. What specific conditions made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



110. You rated your satisfaction with WSF vessels are well maintained and safe low. On which boat did you experience this unsatisfactory service level? (n=294)

Wenatchee	19%
Tacoma	0%
Puyallup	16%
Kaleetan	10%
Kitsap	11%
Chelan	19%
Hyak	5%
Sealth	4%
Walla Walla	7%
Chetzemoka	1%
Hiyu	0%
Salish	2%
Spokane	5%
Issaquah	2%
Klahowya	1%
Tillikum	2%
Evergreen State	4%
Kennewick	1%
Cathlamet	7%
Kittitas	8%
Elwha	4%
Yakima	4%
Don't recall name	33%
Other	2%

111. What specific conditions made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



## SPECIAL PASSENGER DECK QUESTIONS:

112. **(ASK PASSENGER DECK PEOPLE)** How adequate a job does the vessel crew do in controlling disruptive passengers and enforcing the noise and pet rules? (*n*=2268)

Very Adequate (I have never had a problem)	44%
Somewhat Adequate	16%
Not sure / Never really noticed	31%
Somewhat Inadequate	6%
Very Inadequate	2%

## VESSEL CREW INTERACTION SERVICE QUALITY QUESTIONS:

114. At any time during the Winter period (December 28th 2014 – Mar 21st 2015), did you have any interaction(s) with any of the vessel crew?

Yes	39%
No	53%
Don't recall	8%

**(IF YES; *n*=1004)**

Thinking about your experiences with WSF vessel crew(s) for the Winter period (December 28th 2014 – Mar 21st 2015) only, for each of the following vessel crew items, please rate how important each are to you and how satisfied you currently are with each. (*n*=1004)

	1	2	3	4	5	Mean
	Not Important			Very Important		
115. WSF vessel crew is friendly, courteous and polite	--	--	4%	29%	67%	<b>4.64</b>
116. The WSF vessel crew is helpful, competent and knowledgeable	0%	0%	3%	23%	73%	<b>4.69</b>

	1	2	3	4	5	Mean
	Very dissatisfied			Very satisfied		
117. WSF vessel crew is friendly, courteous and polite	1%	2%	11%	29%	57%	<b>4.38</b>
118. The WSF vessel crew is helpful, competent and knowledgeable	2%	3%	11%	29%	55%	<b>4.34</b>



# Survey with Results



119. You rated your satisfaction with WSF vessel crew is friendly, courteous and polite low. On which boat did you experience this unsatisfactory service level? (n=34)

Wenatchee	9%
Tacoma	--
Puyallup	5%
Kaleetan	13%
Kitsap	13%
Chelan	7%
Hyak	6%
Sealth	4%
Walla Walla	5%
Chetzemoka	1%
Hiyu	--
Salish	1%
Spokane	5%
Issaquah	1%
Klahowya	2%
Tillikum	1%
Evergreen State	5%
Kennewick	3%
Cathlamet	6%
Kittitas	8%
Elwha	4%
Yakima	7%
Don't recall name	49%
Other	5%

120. What specific behaviors made you dissatisfied? Please be as specific as possible.

*See verbatim spreadsheet for responses*

# Survey with Results



121. You rated your satisfaction with the WSF vessel crew is helpful, competent and knowledgeable low. On which boat did you experience this unsatisfactory service level? (n=43)

Wenatchee	4%
Tacoma	--
Puyallup	10%
Kaleetan	14%
Kitsap	7%
Chelan	6%
Hyak	7%
Sealth	4%
Walla Walla	--
Chetzemoka	5%
Hiyu	--
Salish	5%
Spokane	12%
Issaquah	1%
Klahowya	2%
Tillikum	1%
Evergreen State	8%
Kennewick	2%
Cathlamet	1%
Kittitas	9%
Elwha	4%
Yakima	4%
Don't recall name	38%

122. What specific behaviors made you dissatisfied? Please be as specific as possible. (See verbatim spreadsheet for responses)

# Survey with Results



123. Did you specifically ask a WSF vessel staff member for help/assistance during the Winter period (December 28th 2014 – Mar 21st 2015)?

Yes	27%
No	73%

(IF YES; n=274)

124. How satisfied were you with the help/assistance the WSF vessel staff member gave you? (n=274)

Very satisfied	58%
Satisfied	25%
Neither satisfied nor dissatisfied	6%
Dissatisfied	8%
Very dissatisfied	3%

125. What specifically about your experience with the WSF vessel crew member made you dissatisfied? Please be as specific as possible. (See verbatim spreadsheet for responses)

## DEPARTURE/ARRIVAL SERVICE QUALITY QUESTIONS:

For each of the following on-time arrival and departure performance items during the Winter period (December 28th 2014 – Mar 21st 2015) only, please rate how important each are to you and how satisfied you currently are with each.

	1	2	3	4	5	Mean
	Not Important			Very Important		
126. WSF has on-time/dependable departures	0%	0%	3%	19%	78%	4.73
127. WSF has on-time/dependable arrivals	0%	0%	4%	21%	74%	4.69

	1	2	3	4	5	Mean
	Very dissatisfied			Very satisfied		
128. WSF has on-time/dependable departures	2%	6%	17%	37%	38%	4.01
129. WSF has on-time/dependable arrivals	2%	5%	18%	37%	39%	4.06

# Survey with Results



130. You rated your satisfaction with WSF has on-time/dependable departures low. On which route and in which direction did you experience this unsatisfactory service level?

	Eastbound Unsatisfactory	Westbound Unsatisfactory	Unsat. Both directions	Route Always On Time
A. Seattle/Bainbridge ( <i>n</i> =74)	16%	16%	44%	24%
B. Seattle/Bremerton ( <i>n</i> = 26)	24%	9%	38%	30%
C. Point Defiance/Tahlequah ( <i>n</i> = 23)	--	--	14%	86%
D. Edmonds/Kingston ( <i>n</i> = 58)	14%	13%	40%	34%
E. Fauntleroy/Vashon ( <i>n</i> = 48)	23%	10%	67%	--
F. Fauntleroy/Southworth ( <i>n</i> = 26)	13%	24%	58%	4%
G. Southworth/Vashon ( <i>n</i> = 17)	17%	6%	40%	38%
H. Coupeville/Pt. Townsend ( <i>n</i> = 16)	8%	6%	39%	47%
I. Mukilteo/Clinton ( <i>n</i> = 20)	19%	3%	41%	36%
J. Anacortes/San Juan Island ( <i>n</i> = 43)	25%	14%	53%	8%
K. San Juan Interisland ( <i>n</i> = 13)	--	7%	28%	65%

# Survey with Results



131. You rated your satisfaction with WSF has on-time/dependable arrivals low. On which route and in which direction did you experience this unsatisfactory service level?

	Eastbound Unsatisfactory	Westbound Unsatisfactory	Unsat. Both directions	Route Always On Time
A. Seattle/Bainbridge (n= 56)	13%	14%	47%	25%
B. Seattle/Bremerton (n= 20)	15%	6%	53%	26%
C. Point Defiance/Tahlequah (n= 18)	--	--	10%	90%
D. Edmonds/Kingston (n= 44)	11%	8%	46%	35%
E. Fauntleroy/Vashon (n= 35)	18%	18%	63%	--
F. Fauntleroy/Southworth (n= 23)	13%	15%	67%	5%
G. Southworth/Vashon (n= 12)	20%	--	41%	39%
H. Coupeville/Pt. Townsend (n= 11)	9%	--	47%	44%
I. Mukilteo/Clinton (n= 15)	5%	--	63%	32%
J. Anacortes/San Juan Island (n= 39)	12%	24%	55%	8%
K. San Juan Interisland (n= 11)	--	7%	31%	61%

132. What could WSF have done to have prevented (departing/arriving) late in your view?(See verbatim spreadsheet for responses)

# Survey with Results



## WSF WEBSITE SERVICE QUALITY QUESTIONS:

133. During the Winter Schedule period (December 28th 2014 – Mar 21st 2015), have you for any reason used the WSF website?

Yes	74%
No	26%

(IF YES; n=1910)

134. How satisfied were you with your experience using the WSF website? (n=1910)

Very satisfied	32%	→84%
Satisfied	52%	
Neither satisfied nor dissatisfied	11%	
Dissatisfied	4%	→5%
Very dissatisfied	1%	
Prefer not to answer	0%	

135. What specifically about your experience with the WSF website made you dissatisfied? Please be as specific as possible. (n=124)

Poorly Organized / Difficult Web Pages	46%
Reservation System Problems	29%
Misleading Information	13%
Bad Wait Time / Space Available Information	11%
Bad Reply To My Question	4%
Online Ticket Purchase Issues	4%
Creating Account Problems	2%
Other	3%
Blank	2%

# Survey with Results



## WSF CUSTOMER SERVICE – SERVICE QUALITY QUESTIONS:

136. During the Winter Schedule period (December 28th 2014 – Mar 21st 2015), have you for any reason called WSF Customer Service by phone?

Yes	9%
No	91%

(IF YES; n=332)

137. How satisfied were you with your experience calling the WSF by phone? (n=332)

Very satisfied	55%	→ 78%
Satisfied	23%	
Neither satisfied nor dissatisfied	9%	→ 12%
Dissatisfied	7%	
Very dissatisfied	5%	
Prefer not to answer	1%	

138. What specifically about your experience calling WSF by phone made you dissatisfied? Please be as specific as possible. (n=45)

Long Hold Time Problem	29%
Reservation Issues	22%
Rep Unable To Help Me	15%
Call Back Not Returned	11%
Customer Service Issues	9%
No Answer At All	6%
Other	21%
Blank	1%

# Survey with Results



## GENERAL SERVICE QUALITY OTHER SUGGESTION QUESTION:

139. Beyond lowering fares, what other suggestions might you give WSF and state decision makers that would improve or strengthen the quality of service being provided? Please be as specific as possible. (*n*=1,838)

Terminal Issues	15%
Loading/Unloading Issues	11%
Employee Issues	9%
Vessel Issues	9%
Better Schedules	8%
Maintenance Issues	7%
Customer Service Issues	6%
Fare Issues	5%
Wait Time Issues	5%
Reservation Issues	5%
Galley Issues	4%
Communication Issues	4%
Toll Booth Issues	4%
Crowd/Traffic Control Issues	4%
Connection Issues	3%
Parking Issues	3%
No Change Needed	3%
Timeliness Issues	3%
Hand Signal Issues	3%
WSF Does Good Job	2%
Bathroom Issues	2%
Ferry Funding Issues	2%
WiFi Issues	2%
Foot Ferry Issues	2%
Seating Issues	2%
San Juan Mentioned	2%
Bike Issues	2%
Resident Priority Issues	1%
Temperature Issues	1%
Management Issues	1%
ORCA/Wave2Go Issues	1%
Expiring Ticket Issues	1%
Announcement Issues	1%
Construction Issues	1%
Colman Dock Issues	1%
Drop/Pick Up Issues	1%
Blank Verbatim	27%



# Survey with Results



## FINAL THOUGHTS QUESTION BEFORE DEMOGRAPHICS:

142. Do you have any additional thoughts regarding the ferry system you would like to share? (n=419)

Yes	85%
No	15%

### Additional Thoughts:

Terminal Issues	21%
Vessel Issues	15%
WSF Is Doing Good Job	12%
Customer Service Issues	11%
Reservation Issues	11%
Communication Issues	7%
Crowd/Traffic Control Issues	7%
Fare Issues	7%
Loading/Unloading Issues	6%
FROG Survey Issues	5%
Employee Issues	5%
Funding Issues	5%
Resident Priority Issues	4%
Galley Issues	4%
Management Issues	4%
Better Schedule Issues	3%
Connection Issues	2%
Foot Ferry Issues	1%
Entertainment Issues	1%
Drop/Pick-up Issues	1%
Other	5%
Blank	3%

# Survey with Results



## DEMOGRAPHIC PROFILE DATA

### Gender

Male	53%
Female	46%
Prefer not to answer	1%

### County

Kitsap	45%
King	20%
Island	17%
San Juan	6%
Jefferson	4%
Clallam	3%
Snohomish	3%
Mason	1%
Pierce	1%
Other	1%

### Phone usage

Landline only	3%
Cell only	23%
All the time, with landline	29%
Primary phone, with landline	12%
Occasionally, with landline	21%
Emergencies	8%
Refused	4%

### Ethnicity

Caucasian	82%
Hispanic	1%
African American	1%
Asian	2%
Native American	0%
Other	2%
Refused	11%

# Survey with Results



## Employment status

Employed fulltime	54%
Employed part time	13%
Student and employed	1%
Student not employed	1%
Homemaker	2%
Military personnel	0%
Retired	24%
Not currently employed	2%
Refused	4%

## Education

Some high school or less	0%
High school grad/ GED	3%
Vocational/ Tech school	2%
Some college/ AA	18%
Four year college degree	36%
Post graduate degree	37%
Refused	4%

## Distance from ferry terminal

Less than 1 mile	7%
1-5 miles	32%
6-10 miles	28%
11-20 miles	18%
21-30 miles	6%
30-40 miles	3%
40+ miles	5%
Refused	1%

## People in household

1	13%
2	56%
3	13%
4+	18%

## Children under 18 in household

Yes	19%
No	78%
Refuse	3%